

OCT 16 1926

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, OCTOBER 15, 1926

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THE SHIELD COMPANY

THE NATIONAL
LIFE & ACCIDENT INSURANCE CO.
(INCORPORATED)

NASHVILLE :: :: TENNESSEE

The National Life and Accident Insurance Company owns and operates radio station WSM, which is being heard regularly throughout the United States, Canada, and Mexico. Telegrams, letters, and cards by the hundreds are received daily from radio enthusiasts, expressing appreciation of WSM artists.



1902 :: SILVER JUBILEE :: 1926

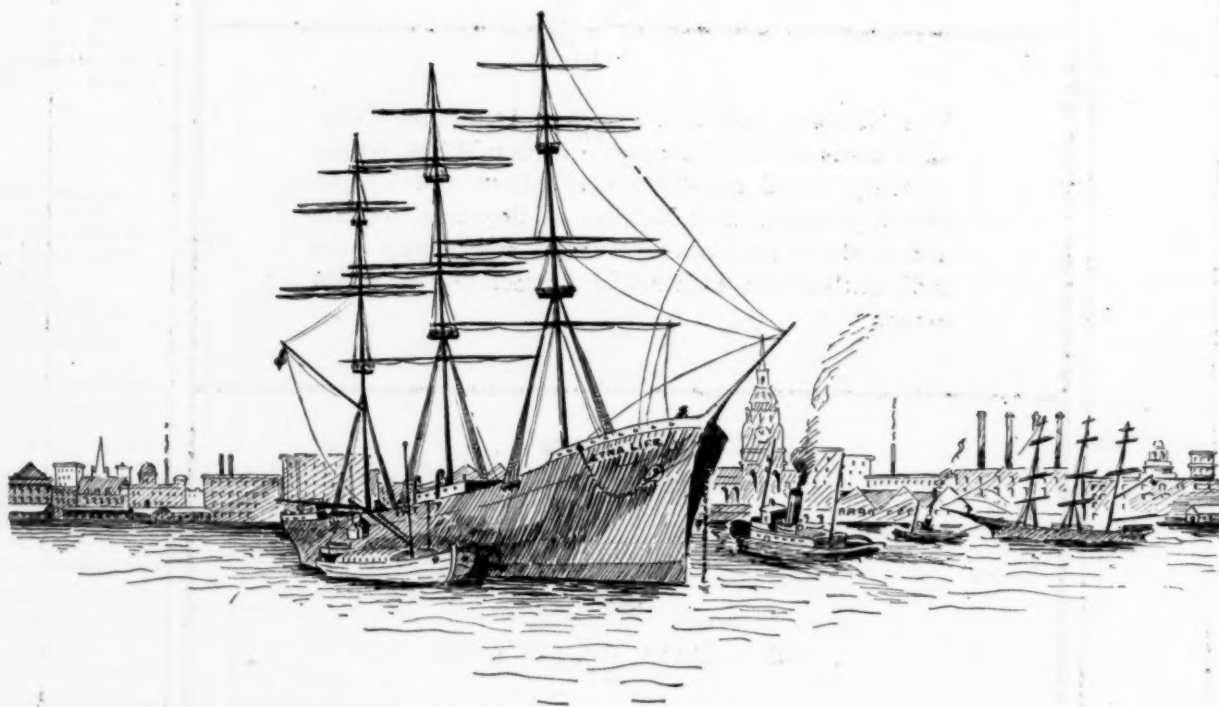
The Ætna Life Log

OCTOBER 1926

Pilot aboard — vessel anchored — unloading started.

The valuable cargo of Ætna Life policies, brought into port by the ship "Ætna Life", is being unloaded and consigned to fortunate, far-seeing people all over the country.

When delivered, it will aid materially in the prosperity of the policy-holders and of the nation.



ÆTNA LIFE INSURANCE COMPANY

HARTFORD

ÆTNA-IZE



CONNECTICUT

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The National Underwriter

LIFE INSURANCE EDITION

Thirtieth Year, No. 42

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, OCTOBER 15, 1926

\$3.00 Per Year, 15 Cents a Copy

PROSPERITY IS SLOWLY RETURNING TO FARMER

Companies Interested Because of New Business and Present Loans

MORE REPAYMENTS MADE

No Large Company in New York Has Lost on Agricultural Mortgages During Depression

NEW YORK, Oct. 13.—That prosperity seems to be slowly returning to the agricultural districts of the country is a matter in which the life insurance companies necessarily have a vital interest for many reasons. No high level of general prosperity is possible when the farms of the country are suffering severely from a period of depression. A prosperous agricultural industry means the sale of many more millions of life insurance. Then, too, the companies have vast amounts loaned on or invested in farm properties. That the farmers have suffered grievously since 1920 is no secret to anyone who has ears to hear or eyes to read.

More Loans Repaid

One significant sign of returning solvency in the agricultural industry can be seen in the farm loan mortgage records of the large insurance companies here, which have hundreds of millions outstanding as loans in rural communities. In 1920 one large company here advanced farmers about \$21,000,000. In the same year the farmers repaid on the principal of these loans about \$5,500,000 or approximately 25 percent. Last year, which was not one of the farmers' better years, \$32,600,000 was advanced and \$16,750,000 was repaid or about 50 percent. Up to date this year the farm loans of the company total \$24,700,000 and repayments on principal amount to \$12,600,000 or more than 50 percent. In comparing this year's figures with those of preceding years it should be remembered that the farmers have not yet reaped the full benefit of their present crops. As they had fairly good crops in most sections, payments on principal should grow larger while loans grow smaller during the remainder of the year. This company also reports that almost all interest payments on \$155,000,000 of farm loans outstanding are being met fully and on time.

Dispose of Farms Taken Over

The life insurance companies are also slowly working out the problem of disposing of the farms they were forced to take over by foreclosure in the worst period of deflation and depression in 1920-21. That the companies took over relatively few farms was due to two factors. First, contrary to the practices of many local banks in rural communities, they made loans conservatively on the real normal value of the farms and not on the speculative prices brought by the land during the war-boom period. Sec-

PLAN FOR THE BANQUET

NEWSPAPER MEN IN CHARGE

Brilliant Trio of Post Prandial Speakers Will Be at Life Agency Officers' Dinner

The joint banquet of the Association of Life Agency Officers and the Life Insurance Sales Research Bureau, to be held at the Edgewater Beach in Chicago Nov. 16, will again be in charge of a committee of insurance newspaper men following the plan adopted for last year. The business meeting of the Agency Officers Association will be held Nov. 16 and that of the Research Bureau the day following. The banquet will be sandwiched between the two meetings.

H. H. Armstrong of the Travelers is chairman of the entertainment committee and has delegated C. M. Cartwright of THE NATIONAL UNDERWRITER to be toastmaster at the banquet. The committee on arrangements consists of C. M. Cartwright, chairman; Clarence Axman, "Eastern Underwriter"; Charles Dobbs, "Insurance Field"; T. R. Weddell, "Insurance Post"; C. F. Howell, "Weekly Underwriter," and G. A. Snider, "Underwriters Review" of Des Moines.

The speakers of the evening will be Douglas Malloch of Chicago, well-known newspaper man, poet and philosopher, who was formerly president of the Chicago Press Club; State Senator Harold C. Kessinger of Aurora, Ill., editor of "Kessinger's Mid-West Review," chairman of the senate insurance committee and known as "the Boy Orator of the Illinois Senate," and Judge Roland W. Baggott of Dayton, Ohio, who recently retired from the common pleas court, where he sat on the bench in charge of the branch relating to domestic relations, and is a brilliant humorist.

only, wherever the companies could protect their own interests without foreclosing, everything possible was done to nurse along those farmers who were in financial difficulties. One company with more than \$250,000,000 outstanding in loans to 30,000 farmers foreclosed in only 200 cases. Another of the largest companies has never had on its hands at any one time since the war more than 30 farms, the value of which has never exceeded \$105,000.

Restrained Local Banks

In avoiding foreclosures wherever possible, the companies frequently had to hold back the local banks which grew more and more panicky as conditions got worse. In those cases where foreclosure resulted, it was seldom brought about directly by first mortgage claims presented by the companies. In almost all cases it resulted from claims presented on subsequent liens and debts contracted when the farmer made extravagant use of the liberal credit available during the inflation period. The companies took over farms only in those cases where their own interests had to be protected against these subsequent liens and debts. In all cases foreclosures were only made after deliberation and careful investigation. Several companies hired special investigators, and if

GREAT GROWTH FOUND

DEVELOPMENT IN LATE YEARS

Dominick & Dominick of New York Point Out Wonderful Advance All Forms of Insurance Have Made

According to the review published by Dominick & Dominick, New York City investment brokers, the people and property of the United States are now insured for more than \$189,000,000,000. This increase for 1925, over 9 percent, was not confined to one class of insurance, but was registered by life, casualty, fire and marine, the three principal divisions.

"With installment buying at as high a figure as ever, with cash-and-carry purchases increasing, and sales of securities reaching every class of investor, this growth in the amount of insurance purchased is the more remarkable," the report says. "Life insurance companies during the year increased their volume of sales by about 5 percent and insurance outstanding about 10 percent. Casualty companies showed a sales increase of 11 percent and a growth in policies outstanding of 20 percent. In the fire and marine companies there was an advance of 10 percent in total outstanding policies."

"This growth in business has been accompanied by an amazing increase in profits. For life insurance companies profits were 21 percent greater than in 1924; for casualty companies, 41 percent greater, and for fire and marine insurance companies the premium income was 7 percent greater."

It is pointed out that the principal investments of life insurance companies alone in 1925 amounted to about \$9,500,000,000. Of this, mortgages represented \$4,800,000,000 and bonds \$4,331,000,000, with \$81,000,000 invested in stocks.

these reported that a farmer delinquent in his interest or principal payments was honest and determined, the companies as a rule waived their claims temporarily to allow him to get on his feet again.

The large companies here are following two different policies in regard to the farm lands they were compelled to take over. Some are disposing of them to anyone able to pay the principal and interest on their loans and whatever other debts and taxes lay upon the property. Anxious to get them off their hands, they are not waiting to make a profit on these farms. Other companies, however, reasonably thinking themselves entitled to a substantial profit on these properties that have cost them so much time and trouble, are holding them until agriculture is more fully recovered and prices are higher. In the meantime they are renting these farms instead of crowding them upon an already depressed market. When conditions warrant they will be sold to responsible parties on easy terms. Most of the farms held are in the grain belt of the northwest, where the average loan runs between \$9,000 and \$10,000, and in the cotton belt of the southeast, where the average loan runs only to \$2,500.

Those companies which are holding

(CONTINUED ON PAGE 4)

MUCH COMMENT OVER CONVENTION PROGRAM

Both Pros and Cons Are Heard About the Country Regarding Criticism

VARIOUS VIEWS ARE GIVEN

Program Committee Sums Up the Case in Its Answer to Convention Critics

That the perfect convention program for the life underwriters' sessions has not yet been found is evident from the nation-wide discussion heard since the Atlantic City gathering as to the merits or failings of that session. There does not appear, however, to be any agreement as to what is needed. Shortcomings of the past are admitted, but for everyone who flays the old order, there is some one to defend the present style of program-making.

Believes Criticism in Order

One prominent state manager has written to THE NATIONAL UNDERWRITER, commenting as follows:

"I read with great interest what you had to say in your issue of Sept. 24 concerning the life underwriters' convention at Atlantic City. I also read the comment in your issue of Oct. 1, by Jack Shuff, Clarence Axman and others, and with most of these I am in accord. While I did not attend the convention, I have read most of the addresses, which I have been able to do comfortably and at my leisure without going to Atlantic City. I agree with you and Shuff that in order to hold the attention and interest of a large body of life underwriters, the man on the stage must be a forceful and magnetic, if not an eloquent speaker, and must speak 'from the face out' with no more than an occasional glance at his notes.

Sees Underlying Difficulty

"I do not think, however, that you have gone deep enough to reach the real crux of the situation, because even though men should speak with the tongues of angels and have not something worth while to say, busy underwriters will not travel across the continent to hear them.

"Twenty-five years ago I used to attend most of these conventions, and while I am not sure that the speakers in those days were far in advance of today, the crowd was much smaller, and offered much greater opportunity for meeting and coming to know in a social way the leaders of the business, who would employ these occasions to talk over their real problems of field management. At that time the local associations were made up almost entirely of general agents and managers, and naturally the National association was likewise. Since then the soliciting agent has come to be a very large factor in the local and national meetings, which,

(CONTINUED ON PAGE 4)

KEEP LIFE INDEMNITY**WILL LIBERALIZE COVER**

Massachusetts Protective Also Announces Several Other Important Changes in Its Policies

In spite of the fact that many of the larger companies writing accident and health insurance have discontinued writing life indemnity, and others have placed material restrictions on that form of coverage, the Massachusetts Protective, according to announcement made by Vice-President W. C. Johnson at that company's regional convention in Chicago Friday, will not only continue to issue the form but will give broader coverage than has been granted heretofore, at the same time increasing the premium somewhat.

Provided by Extension Rider

All of the business of the Massachusetts Protective, which will show a premium income in excess of \$6,500,000 for this year, is written on a non-cancellable basis and the regular form of contract that it has issued in the past limited the benefits to be paid to an aggregate of 60 weeks. Life indemnity is provided, however, by an extension rider, for which an additional premium is charged. Originally the life benefit rider required house confinement in case of disease disability, but some time ago it was amended to provide that total disability due to tuberculosis, paralysis, blindness, insanity, paresis, cancer, dropsy or locomotor ataxia should be construed as confining sickness, irrespective of whether or not the insured be strictly confined. The new form adds to the list which shall be construed as confining sickness: "Disability from other cause which the association in the individual case accepts as equivalent to a house confining disability."

Other Policy Changes Announced

Several other important policy changes were also announced at this time. One new policy, paying benefits for 14 months in the aggregate, is identical with the old 60 weeks contract. A second form pays benefits for two years in the aggregate, the premium for this form being \$60 in territories where the 14 months' contract sells for \$55. A third form extends the benefit to five years, this extension to apply to disability commencing prior to the insured's 60th birthday. The premium for this is \$70 in the same territory. This five-year contract may be extended to provide for continuance of benefits for life, if the insured is still totally disabled at the end of five years, by payment of \$5 for half benefits after that period or \$10 for full benefits.

Another important departure announced by the company was the decision to accept certain classes of impaired risks, such as those showing a history of appendicitis, renal colic and the like, for an extra premium instead of attaching a rider.

Holding Seven Conferences

The Chicago meeting, which was the fourth of a series of seven regional conferences covering all states east of the Rocky Mountains, was attended by 170 agents from Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa and the Dakotas. Similar meetings had already been held at the home office at Worcester, Mass., for the New England agents; at Shreveport, La., and Kansas City. The three meetings yet to be held will be at Rochester, N. Y., Washington, D. C., and Atlanta, Ga.

A large party of home office officials were in attendance, including President Charles A. Harrington, Vice-President Johnson, Treasurer F. C. Harrington, Dr. John W. Abbott, medical director, and the five field supervisors working out of the home office.

It was announced that the "harvest campaign" conducted by the company in

SILVER JUBILEE YEAR**AGENTS MADE FINE RECORD**

National Life & Accident Officials Are Grateful of What Agents Did for the Company

NASHVILLE, Oct. 13.—Paying tribute to the last week of the Silver Jubilee year of the National Life & Accident of Nashville, 322 of the company's representatives sold new business qualifying them as "big time men." The final week was the last in September, and the showing completely shattered all records of the company.

The big showing was intended in part as a tribute to the first anniversary of Radio Station WSM, of the National Life & Accident. The station of 1,000 States, and its programs have been heard in several South American countries.

Returns Were Flattering

The returns of agents in this final week of the silver jubilee year were even more brilliant than officials of the company had expected. The industrial increase made by agents, ranged from \$23.90, the highest, to \$3, the lowest. The week closed with an average of 108 percent of collections.

Practically every district of the western division was represented in the "big time men." The entire division contributed 131 men to the honor list; Little Rock and Jonesboro made the greatest showing.

The southern division ranked second with 98 men; the northern division third with 94.

The record means that 322 men, one-sixth of the company's entire sales force, sold more than \$3 industrial increase during the week.

Rohmer Is the Leader

J. F. Rohmer of Mobile won the high honor of leadership in the big time class. He made an industrial increase amounting to \$23.90 with 110 percent collections.

The birthday party of Radio Station WSM on the night of Oct. 5 was celebrated by a program lasting seven hours, and the station was dedicated in part to the service of the city of Nashville and to the business of insurance. Practically all artists who appeared on the program of the opening night of the station in October, 1925, were again heard.

Will Be Guests at Party

Men of the National Life & Accident who by increase in business during the silver jubilee year have qualified will be guests of the company for three days at the big silver jubilee party to be held early in November.

According to officials, the goal of \$65,000,000 ordinary, set for the silver jubilee year, has been realized with nearly \$700,000 to spare.

July, August and September resulted in 12,413 applications, as compared with 8,363 the first quarter of this year. Mr. Johnson also commented briefly on the progress made by the company's new life insurance running mate, which now has \$12,000,000 insurance in force and has made a very satisfactory increase in surplus.

In commenting on the need for selection of risks by the agents, the exercise of great care in writing policies with large indemnity, reference was made to the compilation of their experience recently made by 22 of the large companies writing accident and health business, which showed that the loss ratio on policies paying \$15 a week or less was 34 percent; \$15 to \$24, 43 percent; \$25 to \$49, 51 percent; \$50 to \$99, 71 percent; 100 or more, 86 percent. In commenting on this showing, Mr. Johnson said that the danger came from the

NEW FEATURE IS ADDED**OFFERED BY NATIONAL LIFE**

Vermont Company Has Unusual Double Indemnity Clause, Eliminating Claim Difficulties

The National Life of Vermont has adopted a double indemnity clause which is unique among clauses of this nature now in use throughout the country. The clause of the National Life includes a provision which is intended to safeguard the purpose of the life insurance policy, without entangling it in the misunderstandings that might arise over the double indemnity feature. It provides for the immediate payment of the ordinary life feature itself, regardless of the complications otherwise encountered, the double indemnity feature to be paid as a separate unit.

Pays Face of Policy at Once

This part of the clause reads, "If it be claimed that death was caused by any of the accidents for which the company may be liable under this agreement and such claim is denied by the company, it may contest such claim at any time notwithstanding any provisions of the incontestable clause of the policy itself, and in such event the proceeds of the policy other than those under this agreement may be paid and accepted without prejudice against claim or defense." Under this provision the company will not withhold payment of the face of the policy itself, in the event of a contested claim, but will pay the ordinary life features and then contest merely the double indemnity portion. It will in no way delay the payment of the double indemnity claims which are not contested by the company, but will enable the company to contest the claims it feels questionable, without holding up the benefit of the life insurance policy itself and thus defeating the purpose of the contract as originally purchased.

Eliminates Old Disadvantage

The new feature thus included in the National Life policy removes one of the most troublesome phases of the double indemnity clause. One of the chief objections that has been raised in the past has been the fact that there were so many contested claims which held up the payment of the policy and somewhat defeated the purpose of the life insurance. There have been many contests under the double indemnity feature and, under the old form of clause, payment of the entire contract was withheld until the end of the litigation. It is said that this would withhold badly needed money from the beneficiaries, when the contest is not over the payment of the face of the policy itself, but merely over the double indemnity portion. The National Life has met this objection by providing specifically for such an emergency.

The new clause, which will be written at \$1.25 per \$1,000 and with a maximum of \$25,000, is effective to age 70 and provides the payment of double indemnity "upon receipt of due proofs that the death of the insured resulted independently of all other causes from accidental drowning or bodily injury effected solely and exclusively by violence, external and accidental means evidenced by some mark or contusion visible on the exterior of the body which produced internal injury visibly manifest on an autopsy and that such death occurred within 90 days after such injury was sustained." Death from disease, infection unless a direct and proximate result from accident, poison, self-destruction while sane or insane, military or naval service in time of war, volcanic operations are exempted.

class of policyholders who could "afford to convalesce."

RESERVE NOT TAXABLE**DECISION IN MISSOURI CASE**

Supreme Court Fails to Pass on Legality of Statute from Lack of Ground Work

ST. LOUIS, Oct. 13.—The Missouri supreme court en banc at Jefferson City last week in a decision written by Justice Frank E. Atwood held that the legal reserves and unpaid policy claims of insurance companies are not properly subject to taxation and that these must be deducted from the personal tax assessments of such companies. The decision was handed down in a case brought up from St. Louis by counsel for the receiver of the defunct Equitable Surety, but has direct bearing on similar assessments made against 17 companies with home offices in St. Louis. The total assessment of these companies was \$3,195,000 on which the city has sought to collect \$82,431 in taxes. There are a number of similar cases now pending before the Missouri supreme court, the various companies having individually attacked the legality of the action of the City Assessor Fred Gehner and the City's Board of Tax Equalization.

No Ruling on Legality

One of the chief points at issue, however, in fact the main one on which the city based the defense of the action of Assessor Gehner and the Board of Equalization was not passed on by the high court, the question of the constitutionality of section 6386 of the revised statutes permitting the deductions of legal reserves and unpaid policy claims from personal tax returns of insurance companies. In dismissing this question because counsel for the city had not properly laid the ground work for an attack on the statute on that basis, the court merely held that the statute was on the books and in force. Associate City Counselor Charles Dolan who has handled the litigation for the city has pointed out that in the other cases now pending before the high court the city has properly prepared its attack on the constitutionality of section 6386, and he is holding out the faint hope that the city may yet prevail in its efforts to force the companies to pay the \$83,000 in taxes sought.

It is very probable that the city will ask for a rehearing in the case. In asking for a rehearing the city's legal representatives will charge that there is danger of the insurance companies doing a large business in Missouri without being subject to general taxes.

Assessments Against Companies

Assessments levied against various insurance companies on their personal property were as follows: Missouri State Life, \$1,000,000; International Life, \$600,000; American Automobile, \$375,000; Central States Life, \$200,000; Continental Life, \$200,000; American National, \$50,000; St. Louis Mutual Life, \$50,000; Citizens of Missouri, \$75,000; American Central Fire, \$500,000; Indemnity of America, \$75,000; Missouri Insurance Company, \$50,000; Crescent, \$1,000; Western Federal Benefit Association, \$5,000, and Reliable Life & Accident, \$10,000.

Allen with Western Protective

T. Earle Allen has been appointed agency supervisor of the Western Protective Life of Kansas City, Mo. He has been with the Metropolitan Life in Kansas City as assistant manager for a number of years. In all he has been connected with the Metropolitan for 21 years. He has always been a large personal producer and in taking charge of the production department of the Western Protective he will be able to demonstrate his ability as an organizer.

ST. LOUIS IS GROWING INSURANCE CENTER

Nine Rapidly Increasing Legal Reserve Life Companies There

RAPID PROGRESS SHOWN

Records of Each of the Institutions Indicate Remarkable Development in the Business

ST. LOUIS, Oct. 13.—St. Louis, which is now recognized as the fastest growing life insurance center in the United States, has nine legal reserve life insurance companies with approximately \$1,123,300,000 of insurance in force and admitted assets of approximately \$130,625,000. The life companies with headquarters here are the Missouri State Life, International Life, Continental Life, Central States Life, American National Assurance, St. Louis Mutual Life, Missouri Insurance Company, Old Line Quick Payment Life and Universal Life. St. Louis today shares with but a few other American cities the honor of being a \$1,000,000,000 life insurance center and is the second largest life insurance city west of the Mississippi river.

Growth Has Been Sensation

The growth of St. Louis has been the sensation of life insurance circles in recent years. At the close of 1919 for instance, or less than seven years ago, the St. Louis life companies had but \$421,000,000 of insurance in force and assets of but \$45,250,000. Thus in that comparatively short time the local companies have increased the business on their books by \$702,315,861, a gain of 166.8 percent, while their assets have been raised \$85,375,000 or 188.7 percent. So it is evident that while the St. Louis companies have had a sensational gain in insurance volume their growth has been substantial, for their assets have more than kept pace with the new business being placed on their books.

Missouri State Life

The Missouri State Life is the giant among the St. Louis life insurance companies and as of Aug. 31, 1926, had approximately \$624,000,000 of insurance in force and assets of about \$66,000,000. During the first eight months of this year it paid for \$57,000,000 and experienced a substantial group life insurance and health and accident business. In 1919 this company had \$219,415,635 of insurance in force and assets of \$23,096,073, and in 1908 but \$20,528,826 of insurance on its books and assets of \$1,479,448. Today the Missouri State Life ranks 19th among the 348 legal reserve life insurance companies of the country and is less than half as old as most of the companies above it and 13 years younger than the next youngest. It was founded in 1892, and while it required 28 years for the company to acquire its first \$250,000,000 of insurance it has added almost \$400,000,000 to that amount in less than six years. Much credit for the growth of the Missouri State Life must be accorded its president, M. E. Singleton, for the company's most remarkable period of expansion has been since he took charge of its administrative affairs.

International Life

The International Life is another big life company with headquarters here that is moving forward very rapidly. Today it has about \$267,037,861 of insurance in force and assets of \$39,000,000. Yet in 1919 it had but slightly in excess of \$100,000,000 of business on its books and assets of \$13,239,944. During

TO PLAN THRIFT WEEK

MEETING WITH Y. M. C. A. MEN

Special Committee of National Association of Life Underwriters Cooperating in Work

With a view to enlarged cooperation of life underwriters throughout the country with other organizations and especially the larger cooperation in local communities in January during National Thrift Week, Jan. 17-23, there has been appointed a joint commission consisting of four appointees from the National Association of Life Underwriters and a similar number of representatives from the national thrift committee of the Y. M. C. A.

The first meeting of this joint commission is in New York City this week in the office of Professor Vincent B. Coffin at New York University. The four members from the Life Underwriters Association appointed by President Frank L. Jones are: Graham C. Wells, Winslow Russell, Edward A. Woods, Vincent B. Coffin.

The four members of the national thrift committee named by Chairman Adolph Lewisohn of the national thrift committee are: J. Robert Stout, Arthur M. East, B. H. Fancher, John A. Goodell.

The first eight months of this year its agents paid for \$30,576,000 of new business, a very substantial gain over the same period in 1925. Under the direction of its president, Judge W. K. Whitfield, the International Life in the last year or so has greatly strengthened its agency organization and is now receiving a nice class of business from many states throughout the country. In many respects it is the fastest growing big company in the United States.

Continental Life

The Continental Life is rapidly approaching the \$100,000,000 insurance class and during the past three or four years has persistently maintained a quota of 50 percent gain in business per year, and its paid-for business during the first eight months of this year was almost 50 percent ahead of the same period in 1925. Edmund P. Melson, president of the Continental Life, is regarded as one of the ablest life insurance executives in America. For a time he was president of the Missouri State Life. He joined the Continental but a few years ago and one of his first moves was to remove the home offices from Kansas City to St. Louis. He has extended the company's operations into several additional states and has also built up a substantial health and accident department. This company's accident department was one of the pioneers in the newspaper accident insurance field and today many of the leading newspapers of the country protect their readers with Continental accident policies.

Central States Life

The Central States Life is another St. Louis company that will soon be in the \$100,000,000 class and but recently purchased the St. Louis Club building to provide additional office space to care for its rapidly growing business. This company has an excellent reputation in life insurance circles, and does conservative business. In recent years its officers have been honored by being elected to some of the important positions in life insurance circles. This company is well ballasted financially.

St. Louis Mutual Life

The St. Louis Mutual Life for the first eight months of this year shows an increase of about 70 percent in paid-for business compared with the same period in 1925. This company, which is headed by former Mayor Frederick W. Krissmann, during the past year has

CHICAGO SCHOOL OPENS

DR. ROCKWELL BEGINS COURSE

Only One Near Chicago—Some May Still Register for the Sales Training Work

The Chicago term of the Rockwell School of Life Insurance, given under the auspices of the Chicago Life Underwriters' Association, opened Monday at 832 Hearst building, and will close Dec. 4. This is the fifth term of this school given this year, the previous terms having been at Houston, Tex.; Des Moines, Ia.; Washington, D. C., and Akron, O., each under the auspices of the local association.

Only One in Chicago

Fourteen companies are represented in the class, the majority of which are local students. This term will be the only one to be held in, or near Chicago, for at least a year, as other cities have already engaged Dr. Rockwell and his staff for some time ahead.

The experiment of a traveling field school giving the full university term of nine weeks has been most enthusiastically received throughout the year and will be continued during 1927 to meet the many demands from different sections for such terms. The next term after the Chicago term will be a repeat term at Houston, Tex., beginning Feb. 15, 1927.

While the term has already begun, a few late comers can be taken, subject to the approval of the director, within the next few days only. Application for such admission should be made to Charles J. Rockwell, director, 905 Nixon building, 105 West Monroe street, Chicago.

greatly strengthened its agency organization and will show a big increase in business in the remainder of the year.

American National

The American National Assurance has also been making rapid strides in the past year and since 1919 has almost doubled the amount of its insurance in force and about trebled its assets. In recent months it has opened agencies in several new sections and is now securing a nice line of business from them.

Quick Payment Old Line

The Quick Payment Old Line Life writes considerable industrial business and has been steadily gaining in volume from year to year despite the keen competition in that class of insurance. A few months ago, forced to secure larger offices, this company purchased the St. Louis Times building. It also has under consideration plans for the erection of a new building.

Missouri Insurance Company

The Missouri Insurance Company, which writes life in connection with accident insurance, has been keeping pace with the growth of other St. Louis companies although it has been writing life business only since 1921.

Equitable's Big Group Case

The \$5,000,000 group case written this week on the employees of the Northern States Power Company of Delaware and its subsidiaries by the Equitable Life of New York provides additional evidence of the growing popularity of group insurance, which is rapidly overtaking industrial insurance as a means of mass protection. Covering about 4,000 employees and written on the service plan, the policy provides \$500 protection for workers with over six months' but less than a year's service. The maximum is \$2,000 given to employees with over six years' service. The contract is of the non-contributory type, the company paying the entire premium.

OUTLINES INSURANCE ADVERTISING SCHEME

Winslow Russell Would Portray Attractive Phases of Commodity

ELIMINATE DEATH IDEA

Show How Plan Will Afford Happiness and Satisfaction to Policyholders and Beneficiaries

BY WINSLOW RUSSELL

Vice-President Phoenix Mutual

[These extracts were taken from an address given last week before the second district convention of the International Advertising Association at Lancaster, Pa.]

The average man wants to know more than he does about life insurance. If he doesn't want to, perhaps he ought to. He seeks insurance coverage on his home and his car, but he rarely seeks insurance upon his life. He usually carries full insurance coverage upon his home and his car. The average man carries insurance upon his life for only two and a quarter times his annual income. He rarely knows how to figure his life values.

Insure Only Earning Power

For nearly eight decades we have talked about something that does not really exist. There really is no such thing as life insurance. The Almighty power is the only one that can insure life. Humans can insure only the value that exists in a life or in its continued earning power. The Woolworth building if located on Fire Island would have practically no real value. Its power to earn is the basis for its value. So it is with humans. Their power to earn represents their commercial value, and it is only this earning capacity which insurance can cover.

Avoid Thoughts of Death

Perhaps these decades of discussing the insurance of life rather than its values is the reason why so little has been conceived by way of making it attractive to those who should have it. To approach the subject of life insurance very naturally leads one to think of death, and few people like to read about those things which may involve their own death. May we not then in discussing this question assume that we are entering into a new day in connection with a question which involves life values? There is nothing negative about that. We all want to know what the value of our lives is. We want to know how to figure it. We can get great peace of mind if we know that we have planned to capitalize this value and continue it indefinitely into the plans of others for whom we are responsible.

Show Resultant Satisfaction

Can advertising then be prepared in ways which will grip readers as so many pages of our newspaper and magazine advertising do? We think that such a plan is easily possible. In reviewing the pages of one of the most popular monthly magazines for October, we are impressed by the method employed by most of the national advertisers. Its appeals are filled with positive assurance of pleasure if we will but indulge ourselves in their wares. Let us review some of these announcements. Upon the back cover we see a gold seal rug displayed in a beautiful room, and beneath the picture we read, "Everyone admires the Holland design." Turning over a page we see a luscious box of candy surrounded by a bouquet of flowers, and beneath it, "Here's candy glorified." Opposite is a

fine looking fellow with a little machine that seems to be running itself, and the fellow is smiling. Above the ad appears, "Beautiful sanitary floors at low cost and upkeep." Very soon we learn of a shaving lotion, and under a smiling face are the words, "Cool, refreshed—velvet smooth." Then a lead paint manufacturer says, "Let it rain. Lead paint sheds water like a duck's back." Another fine looking fellow gets "Restful sleep that invigorates" by taking a tonic. And a happy husband is being told by a charming wife, "They've tripled your salary, dear"—all because the thoughtful husband has taken a correspondence study course. Practically every piece of copy makes a happy appeal.

No Place for Gloom

There is no place in the mind of the present-day American buyer for gloom. Hearses and mausoleums and cemetery lots and caskets may be all right in trade journals but not for buyers to see. The American dollar is living in its greatest competitive age. There are more attractive ways of spending it than ever before in history. To place before the American people our story of the insuring possibilities of life values has many fascinations in it. The industrious father would like to see a picture of the two-year-old son when he becomes 13 walking through the gates of the college. Dad graduated from, and he assured that nothing would prevent that boy having such an opportunity. The newly married couple would get a thrill from a picture of that home that could be assured of a cancelled mortgage through the thrift of a mortgage lifting policy of insurance. The man of 30 likes to see a picture of himself at 65 receiving each month the reward of his earlier life work in the check which the insurance company mails him with great regularity. Even the picture in his mind of an untimely death can be turned into life in advertising copy by showing the peace of mind that he receives through assurance that nothing can prevent the carrying through of his life plans for the wife and children and the home.

Read Possibilities of Insurance

There is no death in real life insurance except that which has been put there by an erroneous process of reasoning over a very long period of time. The American public will read more and more of the life-giving possibilities of our business. The hearses backing days are nearly over. Death is surely to be swallowed up in victory as we who are in the business learn from the experience of those who have built great markets that life values are very tangible things, and that the same simple processes of picturing its benefits that have been used in the tangible field will answer equally or better in the intangible field.

Shows Estate Shrinkage

The estate left by the late John T. Milliken, chemical manufacturer and oil magnate of St. Louis, Mo., had a net valuation of \$3,000,000 for the heirs, it was disclosed when the executors of the estate ended their work, according to a report of the final settlement filed with the probate court in St. Louis. Mr. Milliken died Jan. 31, 1919, and at that time his estate was estimated from \$10,000,000 to \$14,000,000. Subsequently it was inventoried to have a gross valuation of \$5,340,000. The shrinkage to the final net worth was due to payment of taxes, debts, litigations, administration expenses and other obligations. The various tax bills alone totaled \$1,000,000.

Central Life Policyholders' Month

The Central Life of Des Moines will have its "policyholders' month" Oct. 15-Nov. 15. Literature has been mailed to the 80,000 policyholders of the company. The Central Life reports an increase of almost 100 per cent in business in September, 1936, over September, 1935, with \$3,517,260 as against \$1,933,846.

MUTUAL TRUST LIFE HAS DEVELOPED UNUSUAL POLICYHOLDER CAMPAIGN

THE Mutual Trust Life has worked out a most comprehensive and unique policyholder month campaign which is now under way. The company has added a number of unusual features to the customary routine of handling policyholders' month and is giving the agency force practically a guarantee of an entree into the office of every policyholder on the books. No definite goal has been set by the company for the month, but it is anticipated from the results of the first week that a record business may be written.

Bulletin to Policyholders

The first step in the campaign was the distribution among all policyholders of a special policyholders' edition of the "Mutual Trust Record," the company's house organ. This issue carried a message from President Edwin A. Olson to the policyholders, citing the reason for holding such a month and pointing to the company's desire to be of service in any and every way possible to each policyholder. Mr. Olson pointed out in this message that conditions are ever changing in everyone's life so that policy conditions might constantly need alteration. In this message he prepared the policyholders for the service call of the agent. In addition the special issue carried an elaborate summary of the company's history and some of the high spots in its development and also sketches as to important phases of policy revision. There was a section on beneficiaries, showing the necessity of keeping this part of the policy up to date.

Used Comprehensive Questionnaire

Enclosed with the bulletin to policyholders was a questionnaire which the company suggested that the policyholder fill in and send to the home office. The questionnaire covered every possible change in policy conditions, as well as new phases that might have come up since the writing of the original policy. It was designed to sum up the condition of the policy and enable the agent, before approaching the policyholder, to prepare a case of the needs of the policyholder. In another message to the agent, however, the company pointed out that they should not wait for the questionnaire, but immediately begin a canvass of all policyholders. For this purpose introductory cards, with a brief message from President Olson were given the agent for each policyholder, so as to assure an entree and pave the way for an interview. The first week's results, however, indicate that the policyholders were greatly interested in both the bulletin and the questionnaire, for the company daily received more of these questionnaires, properly filled in, than it had contemplated for the entire campaign. Not only did the policyholders fill in the information regarding the conditions of existing policies, but

they signified interest in additional propositions, as suggested in the blank.

Questionnaire Summed Up

The questionnaire, which has brought the company such gratifying results, is as follows:

"As we conceive it, our duty does not cease with the issuance of a policy. Changing conditions in every-day life make readjustments often both desirable and necessary. There may be some changes in your insurance policy which are necessary at this time. We have, therefore, prepared the following list of various questions in connection with Mutual Trust protection, which are often lightly considered, when in reality they are of utmost importance to you in carrying out your future plans.

"We suggest that you go over the list carefully, answering all questions for your own benefit and information. Then if there are any questions on which you want further information or advice, simply fill out this sheet and mail it in care of our service department for attention. Without obligating yourself in any way, you will obtain the unbiased information you desire."

Questions Are Asked

1. Is your name and address written correctly on your policy?
2. Are you sure that your insurance money is made payable to those for whom it is intended? (See article on beneficiaries on page 6 of the enclosed booklet.)
3. Is your policy where it can be easily found? (Be sure to notify the company if it becomes lost.)
4. Would you want your insurance money paid on the monthly income plan? If so, is such an arrangement provided for in your policy?
5. Do you want to change your plan of paying premiums? (You save money by paying annually.)
6. Have you a loan on your policy? Would you like to reduce it on our easy payment plan?

Can Provide Income

7. Would you like to provide an income for yourself in case of permanent disability from accident or sickness? (You can do so at a small additional cost if you are in a class A occupation.)
8. Have you a lapsed policy? Do you want to reinstate it?
9. If you have a term policy, would you want to have it converted to a permanent form?
10. Would you like to have information on how to pay off a mortgage or other debts, educate your children, pay inheritance taxes, protect a business or partnership, protect employees, provide monthly income for wife or child, provide for yourself an old age income, provide income in case of disability? How much life insurance are you now carrying? How much in Mutual Trust?

PROSPERITY IS SLOWLY RETURNING TO FARMER

(CONTINUED FROM PAGE 1)

and renting out their farm properties estimate that it will require about five years to dispose of them upon the terms they wish, although they are now selling in those districts that have enjoyed two successive years of good crops. Those companies that are eager to sell at a price merely equivalent to the principal and interest on their loans will undoubtedly be rid of the remainder of their farm holdings in a much shorter period.

The fact that none of the larger companies here has lost a penny on farm loans during the past few years of severe agricultural depression is an indication of the efficiency and ability of their farm loan mortgage departments.

MUCH COMMENT OVER CONVENTION PROGRAM

(CONTINUED FROM PAGE 1)

of course, is all right, but it has changed the character and interest of these gatherings.

Programs Not Practical

"The truth is that there is very little of a practical nature that can be done at a national convention. We have sectional sales congresses and all sorts of company sales conferences, at which every imaginable sales idea is thoroughly discussed by such eminently practical men as Doctor Huebner and our largest personal producers. The real field problems in which managers are interested are taboo, as was demonstrated by the uproar which greeted the general agent who wanted to discuss the important question of accepting business from

brokers. That incident illustrated that the convention was unwilling to tackle any question about which the business leaders might differ, and as it has no power to legislate in a way that will bind either the agents or the companies, it can only indulge in academic discussions of a harmless nature, and eloquent or humorous addresses. If the addresses are prolix and prosaic and read instead of spoken, how can you blame the people for seeking surcease in the surf?

Need Business Nature

"Please understand that I am not under-rating for a moment the great practical work that has been accomplished by the National Association of Life Underwriters under the leadership of such really big men as Edward A. Woods and many others like him. They have undoubtedly accomplished great things in the way of educating the great body of life insurance agents, and are probably responsible for most of the progress in salesmanship and improved methods, but it seems to me that their conventions should be of a strictly business nature, appealing to the interest of every life insurance manager, if not agent, just as is being done by business men in so many other lines.

"Life underwriters go eagerly to their own company conferences for the reasons that they are of an eminently practical and helpful nature, and unless the national convention can fine something really practical and useful to do it will not be able to attract or hold the crowd."

Contrary View Expressed

In contrast to this is the view expressed by Guy MacLaughlin, manager of the Franklin Life at Houston, Tex. Mr. MacLaughlin says:

"As a member of the National association executive committee, who attended the Atlantic City convention, I am in hearty accord with your story to the extent of recommending more dynamic speakers, and a more varied program; in other words, more dramatic and less conversational presentation of topics.

Big Thoughts Basic, However

"At the same time, we must not lose sight of the tremendous importance of getting over the big thoughts of the big speakers, who may not be good platform performers. Where one person attends a convention program in person, a thousand will read the speeches. There was a serious problem before the program committee and they wrestled with it to my knowledge, with the result that it might have seemed too heavy and too rich in material, and lacking in entertainment to the hearers. It certainly reads well, you will agree, and is this, perhaps, more important as an alternative?

"You are in error, I believe, in your view that the national convention should be an enlarged sales congress. This is not the view of the outstanding men in the profession; rather it is the effort to make the national convention a milestone in big advance movements, a periodical marking of waves of advancement of the institution as a whole. And this, I am sure, you will agree, has been the outstanding feature for several years.

Contact Is Vital

"The big kick the underwriter gets out of the national convention is the feel of contact with a big movement, of being, in a small way, perhaps a part of that movement, or the shoulder to shoulder contact with his fellows in a great undertaking, and the great joy of renewing and cementing friendships in the cause.

"So far as this writer is concerned, the national convention is looked forward to as a child looks forward to Christmas—and the fed-up insurance writer should bear this in mind—look for the big idea, and do not lose sight of the forest in scrutinizing the trees.

"There never has been a time when the National association was making greater strides, there must be a reason for this, and, maybe your critic of the



WEST COAST OPPORTUNITIES

Excellent Open Territory in California, Oregon and Washington

The International Life is desirous of placing general agencies in every prominent city throughout the West Coast Territory.

Our appointees must be men of character and standing in their communities. And to help them succeed in a big way this Company offers:

- Liberal Agency Contracts*
- Home Office Supervision and Assistance*
- A Complete Line of Policy Contracts*
(Participating and Non-Participating)
- Issuance on Sub-Standard Risks*
- A Real Child's Endowment Policy*

The success of every International Life agent promotes more good will and more business for the Company, and for that reason we make it our business to help the Agent with his business.

*A Company Willing to Pay the Price
Required to Give Service.*

International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President

DAVID W. HILL, Vice-President

W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents

Atlantic City convention has taken a restricted view."

Program Is Explained

In answer to many of the critics of the program, Hugh D. Hart, chairman of the program committee, has commented as follows:

"As chairman of the program committee of the National association during the administration of President Frank L. Jones, it seems fitting to make certain observations concerning the program of the convention recently held at Atlantic City, it being my idea that by frank comments concerning the programs each year we can improve the quality of our programs."

"It is well that the underwriters throughout the country should understand the objects which the program committee had in mind in connection with the Atlantic City program."

Objectives of Convention

"First, it was desired that information, plus inspiration, should be given those underwriters who attended the convention. That is true of every convention of whatsoever character that is held in the United States, whether life insurance conventions or conventions of other kinds. Since this is the apparent object of all conventions, a great many underwriters did not realize that the recent convention had two other objectives that were considered of equal importance. One of these was to give information and inspiration to the underwriters who could not attend and who constituted by far a larger portion of the American life insurance men than those who attended the convention; in other words, those life insurance men who could not listen in on the convention must receive inspiration and information as well as those who were so fortunate as to be there. And the other and third objective was to have delivered at Atlantic City messages of a character that would be of constructive

interest to the American public who were not in the insurance business and were not, of course, in attendance at the convention.

Obtaining the Objectives

"To obtain the first objective it was necessary to have well delivered speeches. The well delivered speech is not always the speech that reads well or conveys the best message. To obtain the second and third objectives it was necessary to have addresses that were readable both by the life insurance men who would obtain their reports of the convention through the insurance journals, and the American public who would obtain their reports through the daily press."

"We had to try to balance the program, therefore, between speakers who could deliver their messages effectively to those who sat in the convention, and speakers who, regardless of their delivery, could speak authoritatively to the great outside public in logical fashion and in readable form."

"It was a very easy matter to get the messages carried through the insurance press to the underwriters who did not attend, but in order to make news for the newspapers it was necessary to have speakers whose reputations and whose intellectual capacities were sufficiently well recognized so that the newspapers would carry their messages to the American people."

Much Publicity Obtained

"We do not believe that any life insurance convention has ever been given as much publicity by the general press as the Atlantic City convention. Several of the speakers were men of such international reputation that the press carried their speeches generously as news items of broad interest, and thus the message of life insurance was given the widest possible currency. The insurance press will, for some time, continue to relay in various forms the dif-

ferent addresses that were delivered, and the report which will be issued by the National association will contain in full the speeches delivered at the convention, and will constitute an addition to the life insurance literature of America and Canada that will be of permanent value."

"I cannot too strongly urge upon the underwriters of the United States and Canada the importance of securing and maintaining for constant reference the forthcoming report of the National Association of Life Underwriters. This report will be a library in itself of the most authoritative modern thought on life insurance."

"Among the criticisms which have occurred to the writer in connection with the program is the fact that the committee erred in having too many speeches; that is, that the program was too full for practical purposes. Psychologists tell us that the human mind can absorb only a certain amount of information in a given time, and our program provided for more information than the average mind could readily assimilate. This criticism has no bearing, however, on the second two objectives of the convention above described."

Future Programs

"Future framers of programs should, perhaps, reduce the number of heavy speeches, as well as the length of those which they have."

"Furthermore, the convention did not start on time or close on time, and several of the speakers spoke beyond the time limits that had been assigned them. This should, in a large measure, be remedied at future conventions. While criticism that a convention goes overtime comes with ill grace from any man who failed to get up in time to attend the convention on time, nevertheless, program committees in the future should probably consider this frailty of mankind of considering a convention as more or less of a lark, where they stay

up later at night than usual and sleep later in the morning than they are accustomed to and so get in later at the sessions than they should. Perhaps there should be fewer sessions. Certainly the first session should start in the afternoon rather than in the morning, so as to give time for registration of delegates. And the recreational part of the convention should probably be recognized to a greater extent."

"Some have suggested that we should have more of the sectional meetings where smaller and more intimate groups can meet. Some feel that the national convention should be more of a sales congress and less of a convention."

Take Them Seriously

"My own opinion is that life underwriters should take their conventions seriously, that they should come with the idea of sitting at the feet of wise men and great thinkers, men who have life insurance and also those who have succeeded in other vocations; that they should recognize that listening to profound addresses on various phases of life underwriting is not intended for entertainment or as a substitute for a vaudeville show, but that it is meant for the improvement of the underwriters and is worthy of whatever sacrifice the underwriter must give in sitting through the sessions. It is certainly a reflection on the intelligence of the American underwriter for him to criticize an able address because he thinks it is too long, or a great paper because it is impossible for him to concentrate sufficiently to comprehend its meaning."

"Aside from certain more or less minor criticisms of the late convention it has been the unanimous opinion of those underwriters who attended, that the committee has been right in its plan of trying to lift the conventions from the plane of sales congresses to where they will be a combination of the idealistic with the practical, where the un-

(CONTINUED ON NEXT PAGE)

Sow to Reap —



DEPOSIT your premiums in your local bank. We invest those premiums in the territory we serve to build bridges, roads, schools, and public works—You reap the benefit in future business.

Write for our cooperative plan.

The Farmers & Bankers Life Insurance Company

H. K. Lindsley
PRESIDENT

J. H. Stewart
VICE PRESIDENT

Frank B. Jacobshagen
SECRETARY

WICHITA, KANSAS



REPORT ON MORTALITY**AUGUST IS ABOVE LAST YEAR**

Metropolitan Life Says Tuberculosis Fails to Show Continued Improvement of Past Several Years

The report of the Metropolitan Life on its 17,000,000 industrial policyholders shows that the death rate in the industrial population of the United States and Canada declined slightly in August as compared with the preceding months, reflecting the usual seasonal improvement that is observed at this time of the year. Compared with August of 1925, there was an increase from 7.6 per 1,000 to 7.9. Higher death rates were shown for every cause of major numerical importance than prevailed a year ago although in no case is there a marked increase in the mortality.

Tuberculosis Rate Higher

For August and each of the two months immediately preceding, the tuberculosis death rate increased over last year and the cumulative rate for tuberculosis disease is now substantially the same as at this time last year. It is possible that 1926 will break the long sequence of years which has shown a year to year drop in the tuberculosis death rate. The Metropolitan Life statistical bulletin states that this is not so discouraging a development. The reduction in the tuberculosis death rate has been marked during several decades and the time was bound to come when either a decided retardation in the velocity of the decline would be experienced or a new low point established which could not be bettered for some years to come. Insofar as can be judged by an analysis of data available at this time, the failure to improve over last year's tuberculosis death rate is due entirely to an increase among the colored policyholders. For the first half of the year there was a drop of 2.8 percent from the corresponding figure of 1925 among the white industrial population of the United States and Canada.

Improvement in Diarrheal Disease

It is anticipated that 1926 will show a considerable reduction in the death rate for diarrheal diseases. The season when these conditions are most prevalent has nearly passed and for each of the three months, June, July and August, the diarrheal death rate declined very remarkably from the figure recorded a year ago. A decline is also shown in the puerperal death rate this year. In August and July the automobile fatalities were much fewer than for the same month of 1925. Up to Sept. 18 the cumulative death rate for this cause was a little lower than for the corresponding period of last year. This improvement, however, has been made only in the last two months, as the first six months of the year showed the usual increase. It cannot yet be assumed that the record for the year will show a lower automobile fatality rate than did 1925.

**MUCH COMMENT IS MADE
OVER CONVENTION PROGRAM
(CONT'D FROM PRECEDING PAGE)**

derwriters who sit at home will receive a message worth reading and studying, and where the American people who pay the premiums will get information concerning the great institution of life insurance. We want our convention to rise above the level of a trade union meeting—we want it to be a quasi-public convention, looked upon with interest not only by the underwriters each year, but by the American people as well. In this way its deliberations can be statesmanlike, constructive and influential in promulgating the life insurance ideal not only among life insurance men, but among policyholders in general."

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President,
Illinois Life Insurance Co., Before Life
Agency Officers Association, Chicago,
November, 1925.

Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

ITINERARY ANNOUNCED

CONDUCT VISITING PROGRAM

Northwestern Mutual Life Holds Agency Conferences in Various Sections of the Country

MILWAUKEE, Oct. 13.—The Northwestern Mutual Life has announced the itinerary and speakers on the company's general agency visitation program for the first half of October. The first meeting of the month was that held at Monticello, Ill., Oct. 7-8, for the J. M. Cowan general agency of Aurora, Ill., at which Myron Williams, assistant superintendent of agencies, and N. D. Phelps, Jr., of the educational department, addressed the agents. Charles H. Parsons, superintendent of agencies, and W. Ray Chapman, assistant superintendent of agencies, conducted the meeting Oct. 8-9 at the Mack & Johnston general agency at South Bend, Ind.

Mr. Williams and Harry Ricker, assistant secretary, were at Lancaster, Pa., Oct. 11-12 at the George K. Reynolds general agency and from there went to Brooklyn, N. Y., to address the agents under General Agent W. F. Atkinson. Mr. Williams and Mr. Ricker will hold a meeting at the general agency of John I. D. Bristol in New York City Oct. 18-19.

Open Home Office School

KANSAS CITY, Oct. 13.—The Kansas City Life has announced that it will hold a home office school of salesmanship. This is the first time the Kansas City Life has ever held such a school at the home office, and it is in the nature of an experiment, according to Walter Cluff, supervisor of the department of instruction. This course will be held in addition to the regular agency instruction meetings held each year in all the agencies of the company. Mr. Cluff has made the request that each agency send only the newer members of the force, and the really promising material of this group. He is not anxious to have the old producers, who are now actively engaged in production in the field, attend the school. The course, which will last two weeks, beginning on Oct. 18, will provide a thorough drill in the fundamentals of life insurance salesmanship, with a view of getting the new agents started right.

Write Group Policies

The Huntington Herald Company and the "Herald Dispatch" of Huntington, West Virginia, have insured their employees under a group contract with the Connecticut General Life. Other concerns recently insuring their employees under group life policies in the Connecticut General are the following: Mohawk Metal Toy Co., Inc., Newark, N. J.; Powers Brothers, and City of Huntington Police Department, Huntington, W. Va.; and the Oil Burning Fuel Co., Hamtramck, Mich. The Oxford Fire Company of Oxford, N. C.; Huntington Taxicab Co., Huntington, W. Va.; Roxboro Volunteer Fire Department, Roxboro, N. C., and the Town of Salem Volunteer Fire Department of Salem, N. C., have recently become insured under group disability policies with the Connecticut General.

Inducement for Policyholders

During October representatives of the Connecticut General Life Insurance Company will devote much of their time to calling on policyholders. The company will consider, during this month, new life insurance up to \$10,000 on any plan without medical examination on policyholders under age 56 whose present insurance does not exceed \$90,000. These policyholders must have passed, since Oct. 1, 1921, the company's full medical examination for standard life or noncancellable disability insurance without qualification

NEW ENGLAND MUTUAL PUBLISHES BOOK ON LIFE INSURANCE MEDICINE

THE New England Mutual Life has published a book, prepared by members of its home office medical staff, under the title, "Life Insurance Medicine." The purpose of the volume is to present in brief and accessible form the results of certain tests and investigations that have a bearing on the selection of lives for insurance and on the prolonging of life through the early discovery of latent disease. The line between clinical and life insurance medicine has always been shadowy. Yet the point of view of the first differs from that of the second. Clinicians treat individuals; life insurance companies deal with homogeneous groups. Valuable contributions to medical knowledge may be expected from both sides of the line. This book presents such contributions in accordance with the following table of contents:

No Lengthening of Life

"The Next Job in Preventive Medicine," by Edwin W. Dwight, M. D., medical director, shows that the unquestioned saving in mortality in early life, accomplished during the last 50 years, has no parallel in later life, the reason being largely the increasing incidence of circulatory diseases. Dr. Dwight presents many statistics to show that the claim made in some quarters, that the life of the average man has been increased 15, or even 20, years over what it was in 1870, is without scientific foundation.

Advocates Periodical Examinations

"The Conservation of Life and Health by Means of Periodical Health Examinations," by Francis H. McCrudden, M. D., is naturally related in spirit to the first article. Its author shows that where the effort to save life has been successful, such an outcome has been due to the control of acute infectious diseases and the conservation of young lives; while, on the other hand, the mortality of middle and late life, from circulatory and degenerative diseases, shows an alarming increase. He claims that the professional knowledge of chronic diseases has advanced as greatly in recent years as that of acute diseases, but that the application of this knowledge to the conservation of the very valuable older lives has not yet shown results.

Is Work for Physicians

Dr. McCrudden insists that the victories over acute infectious diseases have been won through two factors: recognition of the importance of preventive medicine, and the education of the general public to this knowledge. He believes that the same two factors will be equally useful in reducing the incidence of the chronic degenerative diseases of late life; and that the popularizing of the periodical examination, as a feature of preventive medicine, is the big job for physicians in the immediate future. He brings to light a most interesting proof of the recognition of this truth long ago, in the form of a plea for such examinations by Horace Dobell, physician to the Royal Infirmary for Diseases of the Chest, as far back as 1861. No more skillfully presented plea has been made in our day than Dr. Dobell's, who insists that in most cases

or limitations. Every year over one-third of the company's business is additional insurance taken by old policyholders.

Junior Officers Meet

The junior executives of the Northwestern Mutual Life in Milwaukee held a get-together dinner last week. Two new junior officers who have recently been promoted were admitted into the fellowship of the group at the meeting.

death is due, not to the disease recorded in the certificate, but to "the vestiges of some pre-existent diseases," which might have been cured if found in time.

Present Technical Discussions

The third and fourth articles, also by Dr. McCrudden, are technical discussions of "A Proposed Method of Selecting Risks Among Individuals with Occasional Slight Glycosuria," and "A Practical Application of a Knowledge of the Creatinin Content of the Urine." Both these articles contain the results of long continued investigation. The practical tests necessary for their application to life insurance problems, however, though highly technical, are familiar to every biological chemist. These articles are of signal value to physicians, a value much heightened by the inclusion in each case of practically exhaustive bibliographies, the glycosuria article containing 487 titles.

Tells Results of Tests

The fifth and sixth articles are by Harold M. Frost, M. D., assistant medical director, and present, first, the results of the use of his now well-known cardio-respiratory test; and second, a study of the relation between hypertension and longevity.

The seventh paper is by Hiram H. Amiral, M. D., medical examiner for the company, attached to the home office, on the "Reaction of the Diastolic Pressure to Respiratory Strain."

Detect Early Symptoms

The final paper, by David N. Blakely, M. D., senior assistant medical director, entitled "A Neglected Field of Medical Practice," deals with the importance of the recognition by the general practitioner of the early symptoms and signs of disease. This paper is a plea for such recognition, the emphasis being laid on the physician's rather than on the public's share in the joint problem. But the necessity for intelligent appreciation of the significance of symptoms, so often overlooked or slurred, is satisfied, of course, only when backed up by capacity and determination to treat them promptly. Numerous instances illustrating how, in specific cases, this has been done, or the reverse, give the argument cogency and vitality.

Intended for Clinician

The clinician, for whom primarily this book has been published, is of necessity an individualist, while medical directors are statisticians. The first is interested in immediate results, the second in end results. Such papers as are contained in this volume are probably without a parallel in current medical literature, in regard to the deliberate effort made in them to interpret the statistician's point of view to the clinician, and incidentally to help him with a collection of new material that has a direct bearing on problems whose very immediacy forms their strongest appeal to the clinician.

Copies have been sent to selected lists of presidents of companies, medical directors, actuaries, medical journals and libraries, prominent clinicians, and finally, to the active examiners for the company.

They were W. Ray Chapman, assistant superintendent of agencies, and Dr. G. H. Platz, assistant medical director. Dr. D. E. W. Wendstrand of the medical department gave a talk on his recent trip to his native home in Sweden, this being the first he has made since he left there. Joseph Gallagher, assistant superintendent of claims, exhibited a movie of the junior officers in action. The junior officers have no formal organization but meet occasionally to further fellowship among themselves.

ADAMS IS HONOR GUEST

BLACKBURN GIVES LUNCHEON

Former Secretary of American Life Convention Invites Omaha Officials to Honor His Successor

OMAHA, NEB., Oct. 12.—Thomas W. Blackburn, formerly secretary and counsel of the American Life Convention, tendered a luncheon to Claris Adams of Indianapolis, the newly elected secretary of the organization, at the Omaha University Club last week. Mr. Adams was in Omaha arranging for the transfer of headquarters to St. Louis, which it is expected will be completed within the next few weeks.

The guests invited by Mr. Blackburn to meet Mr. Adams were those connected with life insurance companies of Omaha, including R. L. Robinson, president, James H. Adams, counsel, and Walter G. Preston, Jr., agency director, Bankers Reserve; H. W. Kingery, president, A. L. Gordon, vice-president, American Old Line; H. E. Worrell, secretary, Omaha Life; Miles Schaeffer, secretary, Union Benefit Life; John Hughes, vice-president, Edward Martin, counsel, Guarantee Fund; J. D. E. Bradshaw, supreme counsel, Woodmen of the World; Dr. W. R. McGrew, president, Roy D. Hart, assistant secretary, Prairie Life; Robert Storz, secretary, Thomas Burks, vice-president, Northwestern Life; J. B. Haynes, Haynes Advertising Company; Guy Furnas, Equity Life, and Henry H. Lovell, editor of the "Forum."

There was a meeting of the special committee appointed by President Herbert M. Woolen to look after the St. Louis arrangements Tuesday of last week. It is understood that the Omaha office will be moved the latter part of next week and that the St. Louis headquarters will be opened Oct. 25 in the Shell building.

Alcohol Deaths Decrease

Life insurance executives in Des Moines refuse to become alarmed over the effects of Volsteadism on their risks. Figures released this week by the Iowa state board of health show only 32 deaths from alcoholism since the first of this year. In 1925 there were 55 deaths and in 1924 there were 65. The total for this year will probably not exceed 40, showing a distinct downward trend. Company officials assert that very little poison "hooch" is finding its way into "bad medicine" being of home manufacture.

Names Policyholders' Committee

President W. D. Van Dyke of the Northwestern Mutual Life has appointed the policyholders' committee which will go over the company's books on Oct. 26, in company with auditors, to examine the records and report to the annual meeting of the company in January. The committee named consists of: Hugh L. Rose, vice-president, First National Bank of Louisville, Ky.; S. W. Gilman, department of commerce of the University of Wisconsin; Cleveland R. Cross, Cleveland attorney; H. E. Judge, Sioux Falls, S. D., attorney; Gardner P. Stickney, investment broker in Milwaukee.

L. B. Land

A. L. Hart, agency supervisor of the central department of the Great Republic Life, who has been placed in charge of the Arkansas agency of the company pending the appointment by him of a successor to E. L. Blake, state manager, who died suddenly Oct. 2 as the result of an automobile accident, has appointed L. B. Land as assistant agency supervisor for the Arkansas field, with headquarters in Little Rock. Mr. Land has represented the Great Republic at Judsonia, Ark., for some time and has been a leader in the personal production of new business.

INSURANCE IS GOING UNDER SINGLE HEAD

Tendency for One Management to Have All Kinds of Indemnity

SOME EXAMPLES SHOWN

Executives Feel That Economy and Efficiency Can Be Better Secured With Closer Union

NEW YORK, Oct. 14.—With the large fire insurance groups organizing casualty companies and with the fire and casualty companies extending their operations to new lines, the trend of the times is very apparent. Undoubtedly the path for the future will lead to one center, where under a single management all kinds of insurance will be written. Some organizations are already writing about every possible class of insurance. The Aetna Life and affiliated companies and the Travelers organization have gone farther than any others in combining under a single management every variety of insurance.

Hard Lines Obliterated

The thought uppermost in the minds of those who have a very big vision is the fact that insurance is becoming more popular and that executives should consider every contingency that causes loss and meet it if possible by insurance. The hard and sharp lines that separated fire from casualty insurance have been broken down. The local agent today finds that it is just as necessary if not more so to have a casualty company as a fire company. The casualty business has increased by leaps and bounds. Companies that were organized long after the parent fire companies, have developed large volumes of premiums and will eclipse the fire companies in income in short order.

Life Insurance Connections

Local agents are finding it desirable to have life insurance connections. In fact as casualty and fire people have studied life insurance business they find that the latter, after all, is the most secure from the investment standpoint. Inasmuch as the state prescribes the minimum reserves for life insurance and this requires companies to observe a minimum on rates of premium, there is a stability in the business that is not found in other lines. Life insurance has been greatly popularized in recent years. New life companies have come into the field and with even moderately competent management have made a success. There is no finer investment today than the stock of a growing life insurance company that is well managed. Therefore future capital looking for investment in insurance fields will be attracted to life insurance. The Continental Casualty has a very progressive running mate in the Continental Assurance, a life company. The Travelers and Aetna Life have both been exceedingly profitable in their life insurance departments and they are growing tremendously.

Tend Toward English Policy

Evidently the English policy of having all kinds of insurance written under one management is becoming popular in this country. It may be a long while before legislators will be content to have all these classes written by one company, even if it can financially qualify. There is no reason, however, why these various lines cannot be handled by companies under one management, securing thereby economy, centralization of control and interweaving of financial and

agency interest that will be highly beneficial.

Where the centralized insurance house has competent heads for each class there is no reason in the world why all kinds of insurance cannot be written successfully and very profitable.

Situation in Large Cities

In the large cities particularly brokers and agents are becoming "insurance men". The word "insurance" covers all lines of indemnity. The purchaser makes but little distinction in his mind between the various classes. He is just as willing to purchase life insurance from his casualty and fire broker as not. There will be room for life insurance specialists, but the general insurance producer is becoming more and more a vital factor in the large centers.

Ward With Shenandoah Life

Charles E. Ward has been appointed agency manager of the Shenandoah Life of Roanoke, Va. He has been actively engaged in agency work for a number of western companies. His last connection was with the Northwestern Life of Omaha, where he was secretary and agency manager. He has served as president of the Dubuque, Ia., chamber of commerce, has been lieutenant-governor of the Kiwanians and commander of the American Legion. The Shenandoah Life has \$51,750,000 insurance in force. It has had a very excellent growth.

Announce 1927 Requirements

The Philadelphia Life has announced the requirements for its 1927 convention. They are: (1.) A good renewal record; (2.) a paid for, personal production of \$100,000 of life insurance; (3.) gross first-year premiums of \$3,000 or more on business paid for from Sept. 8, 1926 to Aug. 31, 1927.

A 50 per cent increase over the production named will entitle an agent to take his wife with him at the company's expense.

Hoosier Aetna-izers Meet

The second annual state conference of Indiana agents of the life, accident and health departments of the Aetna Life and affiliated companies was held in Indianapolis last week. Thomas A. Keith, agency assistant; J. E. Griffith, Jr., secretary of the group division, and L. O. Schriever, agency assistant, represented the home office. All three gave addresses. Carl W. Simpson and A. W. Young presided at the morning session and Mr. Simpson and R. G. Page at the afternoon session. The meeting was well attended by agents from all parts of the state.

Mutual Trust Gains

The Mutual Trust Life of Chicago reports continued progress in September, the paid-for business last month again showing a notable increase over the business of the same period in 1925. Without any special campaign, the agency force of the company increased the September business 41.7 percent. This followed an increase of 22 percent in July and an increase of 35 percent in August. The company has not encountered in any part of the field the depression reflected in the summer business as a whole.

Conduct Fishing Contest

The Central States Life of St. Louis is conducting a fishing contest to stimulate production in October. J. J. Raley of Arkansas holds the record for a single day's catch with 10 bass, while F. Dolton of Oklahoma is second with nine. W. R. Hinton of Wyoming was the leading personal producer of the Central States Life in September. R. D. Slagle and F. M. Setchell, also of Wyoming, landed in third and fourth place respectively. A. M. McDougal of Kansas was the second best man for the month.

LOYALTY

¶ There can be no greater proof of the soundness of the ideals and practices which govern the actions of an organization than the unfaltering loyalty of its members. Without it, business organizations decay, armies crumble, nations vanish into petty states—for loyalty is the outward evidence of inner virtue—the product of trustworthiness multiplied by magnanimity.

¶ Loyalty is but the homage that faithful hearts pay to those whose word is a bond and whose motives are untainted with greed or selfishness. It is irrefragable proof of the triumph of the Golden Rule in business. It is the sinew which lends an irresistible strength to the other abstract constituents that compose the character of a great institution.

AMERICAN CENTRAL LIFE

INSURANCE COMPANY
INDIANAPOLIS

Old Line Legal Reserve
Established 1899

HERBERT M. WOOLLEN, President



And now!

the last word in up to date accident insurance.

The Motorists Complete Accident Policy

Form 237

Continental Casualty Co.

H. G. B. ALEXANDER, President

CHICAGO, ILLINOIS



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LEGAL RESERVE
COMPANY

Full Life Line
Double Indemnity
Income Disability
"Excess Interest"
Juvenile Policies
Non-Medical Policies
Low Rates
Non-Participating

MICHIGAN

At the present moment, there is a representative from the Home Office of The Franklin Life in Michigan seeking connections with men capable of developing Agencies. Write to Jos. W. Jones, Vice-President in Charge of Agencies.

THE FRANKLIN LIFE INSURANCE CO.
SPRINGFIELD, ILLINOIS

Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured, which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims, the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association - Des Moines, Iowa

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
DR. J. H. IGLEHART, Medical Director

ANALYSIS OF CLAIMS

DISABILITY RECORD STUDIED

One of the Large Life Companies Gives Causes and Other Information of Interest

The Hooper-Holmes Bureau gives an analysis of the disability claims of one of the large life companies, showing that 924 total claims last year covered 924 lives, an increase over the previous year of 267, or 48.6 percent of which 134 or 14.5 percent of the whole were on female lives. The Hooper-Holmes Bureau says:

Tuberculosis Leads

"Again tuberculosis as a cause leads with 253 claims (27.4 percent of the total), showing a proportional gain over 1924 of 24.8 percent. Accidents again appear in second place, although the ratio has fallen from 15.5 percent of the total to 11.2 percent. Insanity ranks next with 65 claims and 7.1 percent of all. These three account for nearly one-half (45.8 percent) of all the claims. Among women it was found that the causes ran as follows: tuberculosis, 23.1 percent; neurasthenia, 9.7 percent; accidents, 9.7 percent.

Within 90-Day Provision

"Of the total accident claims (104), 92 qualified under the 90-day provision. More than half of these (52) were due to fractures and 33 to automobile casualties. Of the 924 claims, 379 were approved under the 90-day provision. Ninety-two of these were due to accidents, 33 to neurasthenia; 26 to arthritis and rheumatism; 25 to tuberculosis; 18 to appendicitis; 13 to heart disease, and 13 to typhoid fever.

Farmers Lead in Claims

"Considered from the viewpoint of occupation, the largest number of claims was found among farmers, who furnished more than one-sixth of the whole, 17 percent of them being due to tuberculosis and 13 percent to accidents. Office clerks represent 10 percent of the whole with more than half caused by tuberculosis. Other occupations showing high tuberculosis ratios are trained nurses (39.1 percent), traveling salesmen (33.0 percent), store clerks (33.3 percent). High accident ratios appear among students (20.7 percent), house carpenters (34.5 percent), farmers (13.2 percent).

Causes for Double Indemnity

"Farmers constitute the largest occupational group among life policyholders. It is of interest to note the causes of death where double indemnity was paid in ten claims where the assured was a farmer. In these cases one each was due to the following causes: abdominal injuries inflicted by whiffle-tree when team ran away; hand pierced by pitchfork resulting in blood poisoning; injuries to head and back from fragments of a bursted flywheel on baling machine; killed by train while driving auto truck; dynamite explosion while blasting stumps; scratch on lip by end of cornstalk resulting in septicaemia; falling tree which was being cut down; fall from hay loft while pitching hay.

Grounds for Disability Claims

"Thirteen disability claims among farmers were due to: fracture of leg while plowing; fractured foot on being thrown from wagon drawn by runaway team; fractured leg from a tipped-over load of logs; compound fracture of jaw by winch while unloading slag from a car; fractured leg while logging; fractured spine by fall from roof; fractured arm while storing tobacco; hand and leg injuries from kick by horse; injury to spine by being thrown from wagon; fractured leg caught in spokes of a wagon wheel; hand crushed in corn-sheller, amputated."

CITES INSPECTION WORK

SHOWS VALUE OF SELECTION

Walter Hill of Retail Credit Tells of Work Done by That Organization

In order to make clear the methods employed by the Aetna Life in obtaining credit information on their applicants, Walter Hill, vice-president of the Retail Credit Company of Atlanta, was invited to address the recent general agents' conference. He defined credit as having a direct bearing on the selection of the group of lives which measures up to the standard which the company selects. He traced the history of life insurance development from the beginning, showing that originally credit was the sole requirement for insuring plus the fact that the man was living. Medical selection was a later development. Modern practice is to have the physician check up the present condition of the body while the credit organization checks upon his habits. He made the point that a survey of lives that had been declined because of unfavorable credit information showed that the companies had saved in death losses far more than the total bill for all inspections.

Of Recent Origin

The present method of inspection of reporting has been introduced during the past 25 years, the Retail Credit Company doing the bulk of the work and being in a position to handle it more efficiently and economically than the companies can. In the latter situation, it would be necessary to start the investigation after the application had reached the home office. But the actual procedure is for the report to be initiated at the office where the policy is applied for, the final findings being sent to the home office. Since the investigation is practically concurrent with the filing of the application, the entire transaction is handled with great celerity, and permits prompt issuance of policies.

Mr. Hill made the point that the reports were made for the guidance of the life companies. They were in no sense calculated to justify the home office action in accepting or declining any case.

A description of his organization was especially interesting. The Retail Credit Company maintains offices at 400 points in the United States and Canada, being located in cities from 50,000 population upward. Salaried full-time inspectors are located at these points. These men are from 22 to 26 years of age, half of them college men, being chosen at the younger ages with the thought in mind of the permanency of the organization. Before becoming inspectors, the company spends about \$250 on the special training of each man, not including the cost of supervision and other corollary costs. Three months is the average time devoted to this training.

Work in Small Villages

In the small villages having less than 500 population, a merchant or similar person who is widely acquainted, between the ages of 40 and 60 is relied upon if he has the other qualities the company requires. In villages up to 3,500 population, lawyers from the ages of 30 to 50 do the work. In cities from 3,500 to 15,000, attorneys between the ages of 25 and 35 are employed. Between 15,000 and 50,000, two lawyers are retained, working together. In all cases there are alternative agents who can be called upon should necessity arise. The ages, the types of men and every other point in connection with its representatives has been given most careful thought and the lessons of experience have been applied practically to obtain the most satisfactory and efficient results.

The managers of the reporting station
(CONTINUED ON NEXT PAGE)

CITES ADVANTAGES OF SALARY SAVINGS PLAN

Say It Is Much Misunderstood
and Maligned Branch of
Business

CRITICS ARE ANSWERED

Those Writing This Class Believe That
Proper Appreciation Will Put It
in New Light

Salary savings insurance, which has recently met with sharp criticism on the part of many, is claimed by those writing it to be a much misunderstood and much maligned form of coverage. These underwriters, far from looking upon this form of protection as an unsafe "frill" without sound underwriting foundation, regard it as a constructive force which has been and will continue to be a contributing factor to the tremendous growth of the life insurance business.

Opens Big Field

A tremendous amount of new business is going on the books from salary savings contracts. Offices writing this business say that their business is doubling and trebling as a result of this comparatively new form of underwriting. One manager who has developed this business notably in the past year states that the salary savings plan has made \$300,000 men out of all his \$150,000 men, and \$500,000 men out of his \$250,000 men. It has practically doubled the production of the agency and of each individual agent. It has thus added to the income of the agent and aided in establishing him as a big producer, while adding to a smaller degree to the effort required to produce the business. The company cooperates to a greater extent in the writing of salary saving insurance than in ordinary life insurance business, and a greater degree of field cooperation is available in this line.

Develops General Business

This class of business is also looked upon as a most valuable aid for the development of general insurance, for those interested in that feature, as it makes an excellent entree in the office of the man who controls the big business. If a salary savings contract is successfully closed, the agent who closes it has an unusual opportunity to add considerably to other classes of business. It develops new contacts of

EXPLAINS INSPECTION WORK (CONT'D FROM PRECEDING PAGE)

tions in the larger cities average 33 years of age. They have been especially trained for that post. Supervisors who check up their work average 36 years while the executives of the company average 48 years. No executive is permitted any outside interest of any kind, so that no question can arise of coloring any information given out.

Cites Results of Work

In telling of the efficiency of his men, Mr. Hill said that research showed that but one error was made out of 441 chances for making them. But one criticism of delay had been registered to every 7,084 reports sent out. He was proud of this record, but added that the general agents could assist greatly by issuing the proper instructions to their office clerks. Poor, incomplete and incorrect addresses of applicants came in at the rate of 5,000 per month and 1,000 inspection requests per month were not mailed from the office of the general agent.

importance and value. Furthermore, it rapidly develops a large list of prospects for additional life insurance, as every salary savings policyholder is a friend of the agent who wrote the contract and has passed the preliminary stages of complete confidence in the business. When the agent enters with this background, he no longer needs to sell himself or his company, but merely has to sell the idea of additional protection.

Is Chiefly Misunderstood

Those specializing in salary savings insurance state that their competitors who complain of the operations in this line have not properly understood the operations of this class of business. They state that too many regard this business as simply a new form of group insurance. One company official said that there is a danger that the salesman who has not had experience in this line will assume that salary savings insurance is intended to take the place of group insurance or industrial insurance. If such an assumption is made, or course, there is likely to be not only a misunderstanding on the part of third parties, but a misunderstanding on the part of those writing the business themselves. Agents with such a conception will be likely to write a number of applications on wage earners who would not be eligible for an ordinary insurance policy in the regular way. That is not, however, the intention of salary savings insurance. Where it is written as a form of group insurance, there is danger that the average size of the policy will be small and the lapse rate heavy.

Depends on Viewpoint

If the proper appreciation is taken, the salesman will install a salary savings plan in a high grade concern, such as a bank or a first-class factory, offering fairly steady employment and will thus develop an entirely different type of business than the group insurance agent. If such risks are used as prospects and the more permanent employees are solicited with such concerns, then the salary savings business will be satisfactorily handled. The average policy size will very nearly approach the average of regular business and the lapse ratio will probably be no greater than in ordinary business.

The chief objection on the outside has been that the salary savings plan business, as the group insurance, does not develop a permanent business, but rather a temporary, cut-rate business. Those specializing in it, however, point out that this is not the case, but that the business is the same as ordinary life, but offered in a particularly convenient way for the average salaried employee.

Publish Valuable Statistical Tables

The McGraw-Hill Book Company, 370 Seventh avenue, New York City, has just published a valuable statistical work entitled "Ten-Place Interest and Annuity Tables" by Frederick C. Kent, associate professor of mathematics, Oregon State College, and Maud E. Kent. The book contains a series of tables giving all values to ten decimal figures for 36 rates of interest from one-fourth of 1 percent to 10½ percent inclusive, for 1 to 100, 1 to 200 and 1 to 300 years. These are supplemented by the compound amount of 1 values to 15 decimal figures for 15 fractional rates from one-fourth of 1 percent to 1 percent. Conversion factors, quotient tables and logarithms are also given. In all there are 200 pages of tables. This work should be exceedingly valuable for the actuarial and statistical departments. The price is \$4.

Joins Equitable of Iowa

Emerson E. Cooper has been made a member of the service department of the Equitable Life of Iowa, succeeding Harold D. Read, who resigned Sept. 1 to enter the personnel department of W. A. Wieboldt & Co., Chicago. Mr. Cooper was with the Bankers Trust Company of Des Moines for four years.

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1. *Educational Course—teaching the fundamentals of the profession*
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3. *Unexcelled Life Policies—fitting every need*
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6. *All forms of Accident and Health Insurance—both Commercial and Non-cancellable.*

WE HAVE A FEW ATTRACTIVE GENERAL AGENCY OPENINGS FOR MEN NOT AT PRESENT ATTACHED, WHO MEASURE UP TO PAN-AMERICAN IDEALS.

ADDRESS

E. G. Simmons, Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE CO.

New Orleans, U. S. A.

Crawford H. Ellis, President

CLARKSBURG and WHEELING

are two of the most important and fastest growing cities in the rich state of West Virginia. These industrial centers offer wonderful possibilities for the building of profitable general agencies.

One of the old and aggressive Southern Companies is desirous of obtaining representation at both places and will now consider the applications of high grade men who are interested in unusually attractive openings.

These vacancies will soon be filled. Interested parties should inquire at once.

Address T-36

*% The
National
Underwriter*

DANGER IN EXCESSIVE INSURANCE IS NOTED

William A. Dennis of Prudential
Cites Cases of Moral
Hazard

CAREFUL INQUIRY NEEDED

Disability Income Should Never Exceed
the Salary a Man Makes While
He Is Well

William A. Dennis, supervisor of claims of the Prudential, spoke at the recent meeting of the International Claim Association on the dangers of over-insurance in underwriting disability income insurance. He cited a number of cases in which it was fairly certain that too much insurance was carried, thus creating a moral hazard, but in most cases of this sort it is difficult for the company to deny liability successfully. The underwriting should be done before the claim is filed rather than afterwards. Mr. Dennis said in part:

Many old line companies now include in their policies disability benefits and accidental death benefits, paying double the amount of insurance in case of accidental death and disability benefits when the insured becomes totally and permanently disabled.

Carried Excessive Insurance

When we consider approving an application do we place enough importance on the fact that we double the moral hazard when we allow disability income and accidental death benefits? In the case of Mr. S. who carried insurance in several of the large companies totaling about \$300,000, it was found after an investigation at the time of his death, that he owned real estate to the value of about \$12,000, stock in the firm where he was employed worth \$33,000; that his yearly income was between \$7,000 and \$8,000. He became ill from a nervous breakdown and received about \$2,000 per month disability income. It was discovered that he had recovered and returned to business and his disability was discontinued. Later, while driving his car along a country road he ran it into a mill pond and was drowned. While the companies felt certain it was a case of suicide they were obliged to pay in full, including accidental death benefits.

Went Alone to Garage

Mr. J. carried a total insurance of over \$2,000,000. One night after being out driving in his car with his wife he arrived home and insisted on going alone to his garage several blocks away, although his wife offered to go with him. She retired and after sleeping several hours awoke and found her husband had not returned. On having a search made for him he was found dead in the garage from carbon monoxide gas poisoning. After a careful investigation it was found he was heavily involved financially and undoubtedly he committed suicide, although it has been a difficult matter to prove such to be the case.

Accounts Were Involved

Mr. R. insured in several companies for over \$134,000; after returning from a business trip he went to his factory in the evening to arrange his accounts. He was secretary and treasurer of the firm. Late in the evening his wife telephoned the factory but getting no response notified the police, who reported that he could not be found. Several days later his body was found in the canal which runs by the factory. Investigation revealed the fact that his business was in very poor condition. He

drew a small salary and was heavily involved financially.

Another interesting case is that of a farmer who took \$23,000 of insurance with us including disability income. He claimed to have developed pains around his heart and weakness, although we were informed he was able to drive his own car and go about town. We disallowed his claim after an examination failed to reveal anything to support his claim that he was totally and permanently disabled. The symptoms were entirely subjective. We suggested that he go to the Mayo clinic for observation and diagnosis offering to pay one-half of the disability benefits due up to that time, on receipt of advice that he had made all arrangements to enter the clinic, and agreeing to pay the other half as soon as he had entered the clinic. He at first refused to go and wrote to the insurance commissioner. The commissioner after examining our papers agreed that there were serious doubts as to the disability and advised the insured to follow our suggestion. He did so and while no objective symptoms could be discovered it was the opinion at the clinic that he was not fit for work and we approved the claim. His total disability payments, including other companies, were about \$400 a month, much more than he ever earned by farming. We are still of the opinion that it is a case of malingering and are watching it closely.

Investigate Moral Hazard

Why should a man, even though he wishes to create an estate when he dies, apply for more insurance than his income warrants after allowing for his living expenses, and why should a man apply for more disability benefits in case he becomes disabled, than the income he receives when he is well? Do not cases like those just mentioned indicate, that before accepting a risk for a large amount of insurance, including accidental death benefits and disability income and where there is already considerable similar insurance in other companies, that it would be advisable to make more careful inquiry as to the financial standing of the applicant, the amount of his income, and whether he is warranted in carrying the amount of insurance he is trying to get?

Recoveries Have Decreased

An important feature in connection with disability claims is the question of recoveries. Theoretically, from the wording of our contract, there should be no recoveries, but due to the fact that claims are approved on the evidence of total and permanent disability this evidence at times is bound to be incorrect, and, in addition, the fact that a claimant is given the benefit of the doubt where there is one, makes it obvious that a certain percentage of recoveries must take place. Our experience shows that in claims approved in 1920 there have been recoveries of 13 percent, 1921, 13 percent; 1922, 10 percent; 1923, 8 percent; 1924, 7 percent and 1925, 2 percent.

Would Have Claim Meetings

In closing I wish to say that it has occurred to me it might be to our mutual advantage for representatives of claim departments from local companies to arrange to meet, say about every two months, and discuss claim matters and claim problems which have come to their attention. It seems to me this would be helpful to us individually and at the same time might be the means of accumulating important data to be brought before the next annual meeting.

Missouri State Sets Record

In the first ten days of October, which is its policyholders' month, the Missouri State Life has sold over \$6,000,000 of new life insurance. On one day 298 applications for \$1,037,000 were presented. A few days later, 300 applications for \$1,320,000 were presented in one day. The goal for policyholders' month this year is \$20,000,000, a considerable increase over the production of \$12,000,000 for the same month last year.

LITTLE DIFFICULTY IN MEETING GROUP CASES

Few Offices Agree with Objection
That It Hinders Ordinary
Sales

MORE OFTEN IS SALES AID

Group Policyholders Are Already Ac-
quainted With Value of Life
Insurance

Although there have been complaints from some quarters that group insurance and salary savings insurance have made an inroad in their ordinary life business, this is looked upon by agency managers and leaders in production as more of an excuse than a reason for reduced business. They feel that this complaint comes from those who have not been able to show increases and is given to excuse their failure to produce the business.

Met as Objection

Those complaining of these newer forms have stated that they frequently encounter prospects who cannot be sold because they carry one of the cheaper group forms. They cite this as either adequate protection or all the protection that their pocketbook will stand and thus cannot be sold. Most life insurance offices, however, report that this situation is more imaginary than real. Even offices where the agents are confining their business to \$1,000 policies and thus would be in more direct competition with group business than the producer of larger policies, report there is seldom any actual competition. Group insurance is frequently encountered, but agents more often find it a help to the selling of additional life insurance, rather than a hindrance.

Demonstrates Sales Ability

As one general agent pointed out, it is simply a demonstration of sales ability for an agent to overcome any possible objection that a prospect may suggest which has as a basis the existence of a group policy. He said it can easily and quickly be shown that this policy is inadequate for a complete life insurance program and, furthermore, leaves the policyholder with nothing at the end of his employment by the concern carrying the group policy.

Usually Seen as Aid

Many agents find that the very existence of a group insurance policy is an aid in the writing of new business. They believe that a prospect who has been shown the value of life insurance by some small policy in an industrial or commercial group is half way on the road to wholehearted belief in life insurance, so that the proper presentation of additional coverage should find a receptive individual. Life insurance would not have to be sold from the ground up, but rather the agent could divert his energy to applying the protection, already recognized by the prospect as protection, to his specific needs. Some offices, where the company writes both group and ordinary, make use of the group insurance lists as prospect lists for their agents. The agents make definite campaigns among the group policyholders for ordinary life business and are rewarded with a good volume of business.

Arthur Miller, for the past ten years with the Mutual Life of New York in Rochester, N. Y., died last week at his home in that city, after a brief illness. He was one of the active members of the Life Underwriters Association of Rochester.

NEEDS OF SUPERVISOR

QUALIFICATIONS ARE LISTED

Aetna Life General Agents Told of
Relationship to Complex
Business

Under the topic, "Training and Compensating Supervisors," W. M. Hammond of Los Angeles addressed the fellow members of the Aetna Life general agents' conference held recently. Quoting the late President Ripley of the Santa Fe railway lines, he said the general agent's executive job was to organize, deputize and supervise his organization. This general supervision must be active rather than passive. While the assistant may choose the agents, it is not enough that the general agent acquiesce, as is too often done. In his agency he meets every prospective agent, and always asks himself if he would like to have 100 like him. If the answer is negative, that man does not get a contract.

Agent Has Complex Business

An agent is in business for himself, and he must be trained. He really runs a complex business. He must be a secretary to keep track of the business he has written. He must be a credit man and know where to draw the line in advancing premiums, knowing at the same time that in any credit business losses are inevitable. It goes without saying that he must be a good salesman and must understand the structure of life insurance contracts. Men who can so qualify may be called underwriters and may call their policyholders clients. They are the type who make men proud to introduce others into the business. As a general agency

grows, the leader must multiply himself through his supervisors.

Supervisor's Requirements

In his belief the supervisor must be an agent who has been a steady producer for at least a year, whose business has been written from the buyer's viewpoint, who knows the company's policies, who has been a leader in campaigns, showing his activity and interest in the agency's progress and who has courted and accepted counsel graciously. The supervisor acts as the general agent and must therefore be given authority. This is a fault of some leaders. They must recognize that responsibility and authority go hand in hand. The general agent can not possibly do all that is to be done in a large agency.

Mr. Hammond wants supervisors who are wholeheartedly interested in the agents and their individual success. Once each week he reports on each man under his care, particular attention being paid to the non-producers. A general report is also made on the supervisor's activity in the agency, on such topics as the number of men interviewed, the production of the agency as a whole, and the amount of time the supervisor has devoted to personal production. The supervisor is encouraged to be a personal producer so far as his time permits. He is expected to be a leader, not a driver, and it is part of his function to set the example. If he can not find the time to produce personally, he is not an organizer.

Quotas Are Used

Quotas for the agency and for each man are set at three months' intervals, and at each period a comprehensive report of the agency progress is made and studied. Every effort is made to stimulate the initiative of the supervisors. He writes his own pay check, largely. It is based on the number of men un-

GIVES AGENCY EXPENSE

MEASURES INDIVIDUAL VALUE

One of Leading Producers of Aetna
Life Tells of Amount to Be Spent
on New Men

One of the most studious and most successful general agents of the Aetna Life is Gordon Campbell, whose agency at Little Rock, Ark., in a relatively unattractive territory has been developed to a position near the top of the list for productiveness and progressiveness, surpassing many holding what seem to be more attractive franchises. Mr. Campbell gave his opinion to the general agents' conference of his company at their recent convention on how much a general agent can afford to spend to secure an agent and how it is to be spent.

Places Value on Agents

To answer these questions, Mr. Campbell obtained as much data as possible

under his direction and their production. As the number and the volume grows, the pay check automatically increases. In this calculation, his own personal production is not included. In this schedule, there is revision downward. If the calculations indicate a reduction of salary be advisable, the supervisor is replaced. In general, Mr. Hammond is not impatient over the showings. He waits more than a reasonable length of time, giving the supervisor every opportunity to develop, for he knows that results can not be attained over night. It is his policy to "get them young, treat them right, and tell them everything."

to learn just what an agent was worth to him. If he knew just what cash value he could put on the head of every agent when he hired him, he would solve the matter. He, therefore, ascertained what an average agent represented, both on information from his own records and from outside sources. This question required details which would enable him to know the average length of time a man remained in the business, how long he remained, his average production, his average premiums, and the worth of his business to the general agent, taking into account the lapsation of business and other factors bearing on the problem as a whole.

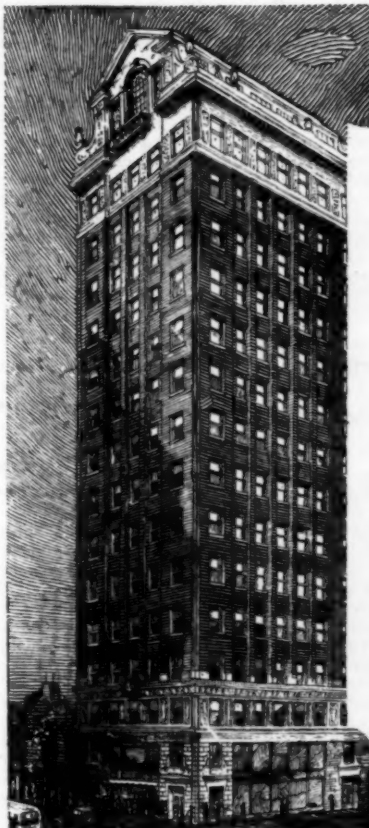
Heavy Turnover Cited

His investigation revealed that, of agents signed to contracts, 15 percent terminated within 6 months; 51 percent terminated within 18 months; 65 percent terminated within 30 months; 75 percent terminated within 42 months; 90 percent terminated within 60 months. The average duration of the agent's contract was 28 months. An educational course tends to prolong the average duration. Training contributes to success as an agent and therefore to steady employment. Everything that can be done to increase the agent's earnings lengthens the term of his contract and consequently his value to the general agent. He quoted Dr. Stevenson's statement that unless the schools teach the men to be successful rapidly, they are not life insurance men.

Gauges Amount Spent

Acquiring this data and making the proper calculations will show any general agent the value of each man to him. Conditions surrounding that agency will quickly show how much the general agent can spend on each agent. It costs from \$50 to \$75 to make con-

(CONTINUED ON NEXT PAGE)



"THE APPROACH"

If you are seeking a General Agency connection you will, no doubt, be interested in a contract with a Company which combines the advantages of SERVICE TO POLICYHOLDERS and PROFITS TO FIELD MEN; one offering PARTICIPATING and NON-PARTICIPATING POLICIES to the Public and a FULLY PARTICIPATING CONTRACT to its Agents. One in which the circle of mutuality is extended to INCLUDE THE PRODUCER.

"THE PRESENTATION"

The Central Life offers a wide range of policies, including Child's Educational, Mortgage Coverage, Low Cost Preferred Risk and Double Protection Policies.

SERVICE TO POLICYHOLDERS

Dividend factors: Mortality 1924-1925, 30%.
Interest earned, 5.8%.
Ratio assets to liabilities, \$1.12.

While a stock company, its profits to stockholders are limited by its charter. (Present non-participating policies provide for dividends after they are paid up—retro-active as to old policies.)

SERVICE TO AGENCY ORGANIZATION

Practical cooperation from the Home Office, through proven methods; a free educational course to agents and comprehensive organization plans for General Agent.

August record: 49% increase in new business over corresponding month of last year.

"THE CLOSE"

In common with many other conservatively progressive companies, the Central Life offers a salable service to policyholders—a clean record, a wide range of policies and excellent dividend factors. It also offers what is IRRESISTIBLE—a contract providing an OVERWRITING commission adequate to take care of the OVERHEAD—one which will enable the General Agent to attract and hold desirable men and still operate UPON A PARTICIPATING BASIS.

General Agency opportunities in Pennsylvania, Nebraska, Kansas, Northern California, Oregon, Montana, Colorado, Utah and Florida.

W. H. HINEBAUGH, Pres.

W. ROLLA WILSON,
Vice-President & Agency Director

S. B. BRADFORD, Secy.

CENTRAL LIFE INSURANCE
COMPANY OF ILLINOIS
CHICAGO



ANOTHER Life Underwriter Endorses the

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A simplified loose leaf record designed for the busy life insurance salesman, saving much lost motion in that it combines six different records on one 11x14 ledger sheet.

Mr. Roy L. Davis says:

This unique record enables the salesman to realize service in a tangible form to his clients, himself and his family. I have incorporated the DALLWIG RECORD in Lesson 10 of the "Continental Assurance Life Course" and strongly recommend its use.



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Chicago
Director of Sales Training, Continental Assur. Co. and instructor
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Please send by return mail prepaid, in accordance with your special offer, 15 DALLWIG POLICY AND COMMISSION RECORD sheets for which I enclose one dollar (\$1.00).

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Write Us— Find Out for Yourself



The Reinsurance Life
Des Moines

Do you make use of the medium thru which you can reach thousands of interested insurance men? National Underwriter want ads are result getters. One inch, one column wide, one time, Five Dollars. 1362 Insurance Exchange, Chicago.

12

SOME RECENT COURT DECISIONS IN THE FIELD OF LIFE INSURANCE

Knowledge of Agent as Waiver of Provision of Policy.—Plaintiff procured a policy of insurance on the life of her son at a time when he was suffering from an incurable malady from which he shortly thereafter died. She stated the son's condition fully to defendant's agent, who concealed such facts from defendant, and assured plaintiff that the insurance was procurable. Plaintiff signed an application without reading it, and after a question therein as to whether applicant was afflicted with any serious disease, the agent wrote the word "none." The policy provided that if insured was not in sound health at the time of issuance, the policy should be void. Held upon such facts among others that plaintiff was entitled to recover on the policy. *Greer vs. Independent Life, Ct. of Appeals, Tennessee (26682). D. July 31, 1926. R. Aug. 23, 1926.*

Extension of Premium Notes as Waiver of Premium Payment in Advance. **Retention of Dividends as Election by Insurance Company to Receive Less Than the Amount of Premium.**—The insured, just before his premium became due notified the insurer company that he desired the premium extended for 60 days, and to apply the current dividend in reduction of the premium. In reply the insurer sent the insured a blank premium note for the net amount with the statement that he should sign the note and return it and upon receipt it would be received in payment of the premium. The note was not executed or returned to the insurer, and the insured died four days after the premium was finally due without having paid it. The policy contained an automatic provision for continuing a participating paid-up endowment insurance for a reduced amount in case of lapse. The company offered the amount of insurance purchasable by the net reserve under the automatic provision. The beneficiary brought action for the entire amount of the policy arguing that since notes in the past had been taken from time to time in payment of premiums and such notes thereafter extended there had been a waiver of the payment of premiums in advance, and further that the retention of the dividend evidenced the willingness on the part of the insurer to receive less than the amount of the premium installment in advance, and was a waiver of the governing policy provision. Held, that the insurer company was

liable only for the amount of insurance purchasable by the net reserve. The extension of notes received for past premiums did not amount to a waiver of the stipulation requiring advance premium payment since in each case the company accepted the note as a payment within the prescribed time, and only extended collection of the notes. The retention of the dividend pursuant to the insured's indication of a desire to have the dividend apply in reduction of the amount due and the balance extended does not show a willingness on the part of the insurer to receive less than the amount of the premium installment in advance, nor does it waive the governing policy provisions.

Young vs. Mutual Trust Life, Supreme Court of North Dakota. Decided Aug. 7.

Acceptance by Insurance Company of Premium on Accident and Health Policy with Knowledge of Facts That Would Void the Policy, Held a Waiver of Such Defense as the Facts Would Warrant.—In *Williams vs. National Casualty*, supreme court of Wisconsin, 209 N. W. 597, the company issued an accident and health policy. Thereafter it obtained information, which it appears, was sufficient to void the policy on the grounds that the insured had misrepresented his health when he applied for the insurance. Upon receipt of this information the company took no action and accepted the payment of the premium. Thereafter the insured sought to recover and the company attempted to defend on the ground that he had made certain misrepresentations in his application.

Liability of insurance company for agent's assault.—Defendant's agent was employed to collect premiums and solicit insurance. The complaint sets forth that while calling at plaintiff's home to collect premiums on policies issued by defendant to plaintiff, said agent attempted to criminally assault plaintiff and was thereafter convicted of the charge. Held that complaints be dismissed. Agency in the perpetration of crimes cannot exist. "If the servant, without regard to his service, or to accomplish some purpose of his own, acts maliciously or wantonly, the master is not liable." *Anderson vs. Metropolitan Life, N. Y. Supreme Ct. Kings Co. Special Term. Part 1.*

CONSERVATION IS KEYNOTE

Will Be Theme of Life Group Session of Insurance Advertising Conference

Conservation is to be the keynote of the life section of the Insurance Advertising Conference to be held in Detroit next week. A bulletin has been sent to the life insurance companies by E. Chester Sparver, chairman of the life section of the conference, who points out the relative importance of the advertising department in developing a conservation program for life insurance companies. He pointed out that the creation of business is especially the duty of the advertising men, but that conservation, the most important phase of life insurance today, must be correctly started through proper advertising. He said that it is as much the duty of the advertising department to exert every effort to keep the business on the books as it to place it there in the first place. Mr. Sparver urges every life insurance advertising man to come to the Detroit conference fully prepared to help work out some of the conservation problems now before the business. Two or three members of the life groups who have specific or

particular plans of conservation affected through advertising will start the discussion with brief talks, an open forum following.

DISCUSSES AGENCY EXPENSE (CONT'D FROM PRECEDING PAGE)

tact with a prospective salesman. Then there are the expenses of a school, of supervisors, and of books and periodicals and sales services. Occasional conventions inspire and hold men. The investment resolves itself into a matter of the personal opinion of the agency leader, and the amount he is willing to pay for the progress he desires to make.

The amount to be spent on an agent depends to a degree on his location. In rural districts, it is not necessary that the solicitor have the fund of knowledge required of a salesman in metropolitan sections. For country agents, a short correspondence course suffices to get him started. He can be further trained as circumstances demand, generally in a more leisurely manner than for the man in the large city.

The Aetna Life has moved its offices in Cedar Rapids, Ia., to the Merchants National Bank building, in a suite adjoining the offices occupied by Moore & Wilcox farm loan department.

TALKS WITH LIFE INSURANCE MEN

A GENERAL agent in discussing the management of his office declared that one of the most important duties before him was to eliminate those agents concerning whose future success there was much doubt in his mind. He said that the tendency with most offices is to continue men month after month even when the general agent or sales manager feels that there is no hope for ultimate success. It takes some courage to cut off a man especially when he is costing the office no money. However, a big general agent feels that the influence of such an agent about an office is far from salutary. This general agent holds therefore that a man who is not crashing through as he should, must be gotten rid of.

The general agent stated that it takes a year for a man to properly test his ability as a life insurance salesman. The main difficulty this general agent said is to get men to work. If a man will agree to work hard a definite number of hours a day and actually see people, the general agent said there is no doubt about his success. If the general agent or the sales manager has the power to keep a man going he will eventually be satisfactory.

SIDNEY WELLBELOVED of Chicago, assistant manager of the Phoenix Mutual Life, says that he finds one of the chief weaknesses with young salesmen after they have had a few weeks of training is the desire to do too much talking themselves. They are filled with their subject and want to unburden themselves to see whether they can tell the story. Life insurance terminology is new, the business has been explored to some extent by them, they have been told what to say on divers occasions and like an army that

has been carefully trained, they are eager to get into action. Therefore these young men, according to Mr. Wellbeloved, uncork everything they have and try it out. The result is that the prospect himself has but little opportunity to give expression to his views.

Mr. Wellbeloved says that one of the real, successful faculties in selling is ability on part of the agent to listen attentively and intelligently. The very words that the prospect utters may form the argument for the agent to clinch the sale. Therefore he suggests that young agents cultivate assiduously the fine art of listening which after all is a vital factor in life insurance selling.

COMPANIES that have had considerable experience with policies issued on the non-medical plan say that it has many advantages. It assists the agent in cutting down the time of delivery of a policy. Frequently an agent can close business if the applicant does not have to take the time to go through the medical examination. This is true chiefly with farmers. However, it has been helpful to all agents. It has resulted in quicker work being done in securing the application. Many agents are solicitous after an application has been taken as to whether the medical record will be favorable. New agents especially seem to be affected with rejections. The companies that have tried out the non-medical plan say that they are pleased with the attitude of agents as there have not been very many cases where it was discovered that agents tried to deceive a company.

Probably the greatest disadvantage to the non-medical plan is the tendency to write an application for the maximum allowed under the non-medical plan, whereas a little more pressure could

have brought a larger application. The agent is willing to take an application for the largest amount that the company will pass without a medical examination. The applicant is really in a mood for a larger policy if the agent put on a little more steam. Taking however all the advantages and disadvantages the companies seem convinced that the non-medical plan is a permanent factor.

A CHICAGO general agent states that one of the tragedies of the twister system in the cities is the fact that any higher premium policies than the ordinary life are very likely to be dismantled. If the policyholder has a 20-payment life policy, for example, he is canvassed by some agent. The agent tells him that he is paying too much for insurance, and urges him to have the policy adjusted to an ordinary life, or cash in the policy and take a new ordinary life in some other company. The general agent stated that this meant that every life insurance man held himself obliged to write only the ordinary life policies, whereas frequently some other policy would be better adapted to the needs of the prospect. The professional twister started this process when the old deferred dividend policies were written. They were easy prey for him. Then the companies ceased to write tontine policies. The next attack of the twister was on the higher priced policies. This general agent stated that frequently he found that young men were interested in endowment or limited payment life policies, but they were very sure to be approached by another agent who would suggest the ordinary life policy and thus disturb the original contract.

The Supreme Camp of American Woodmen, a Negro fraternal society of Denver, has been licensed in Iowa.

BIG INCREASE SHOWN

NEW YORK LIFE MEN MEET

Middle Tennessee District Has a Conference, C. H. Langmuir Coming from Home Office to Attend

NASHVILLE, Oct. 13.—Fifty agents from the middle Tennessee district of the New York Life were called to Nashville for a conference and business session under direction of W. G. Colmery, agency director. Charles H. Langmuir, vice-president from New York, made an address, pointing out the necessity for life insurance and salesmanship methods.

Mr. Colmery in an address referred to the rapid growth of the company's business in Tennessee, stating that when he came into the Nashville territory in 1920, the allotment for middle and east Tennessee was \$2,400,000. This had increased until last year the same territory produced \$8,000,000 in business. Indications for the present year are for business exceeding \$9,000,000, he said.

Equitable's September Record

Business written, examined and paid for by agents of the Equitable Life of Iowa in September, 1926, exceeded the company's business in September, 1925. The amount written in September, 1925, was \$5,689,028 and for the same month in 1926 it was \$6,375,908. The production in Iowa the first nine months of 1926 puts that state \$35,920 ahead of every other state in which the Equitable does business. Pennsylvania is in second place.

Mrs. H. B. Bousert, wife of the Des Moines manager of the Des Moines Life & Annuity, was seriously injured last week in an automobile accident near Owatonna, Minn.

GENERAL AGENTS

Capable men desiring to build their own General Agencies may obtain exclusive territory of their own choice with this progressive young company. We accept all classes of life risks, age one day to 65 years. Our best uncontracted territory includes:

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New Albany
Terre Haute
LaPorte
Michigan City

OHIO—

Lima
Toledo
Dayton
Marietta
Springfield

MICHIGAN—

Calumet
St. Joseph
Kalamazoo
Marquette
Battle Creek

ILLINOIS—

Peoria
Mt. Vernon
Springfield
Murphysboro
Rockford

IOWA—

Waterloo
Mason City
Sioux City
Council Bluffs
Dubuque

MISSOURI—

Joplin
Springfield
Cape Girardeau
Jefferson City
Moberly

For further information communicate with

A. O. Hughes, Vice-President in charge of Agencies

**Farmers National Life Insurance Company
OF AMERICA**

3401 South Michigan Ave., Chicago, Illinois

FARMERS NATIONAL LIFE



**INSURANCE COMPANY
OF AMERICA**

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor
CHESTER C. NASH, JR., Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 80 Maiden Lane, New York; Telephone John 1032
GEORGE A. WATSON, Associate Editor

NORTHWESTERN OFFICE, 307 Iowa Nat'l Bank Bldg., Des Moines, Ia., Tel. Market 3957
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Should Restore Insurance Week

We believe that THE NATIONAL UNDERWRITER expresses the sentiment of almost all in the insurance business when it deprecates the abandonment of the well established custom of the INSURANCE COMMISSIONERS CONVENTION, holding its mid-year meeting in New York City early in December. Seemingly some of the western commissioners, unduly suspicious, felt that too much force was being concentrated in the east and desired to break away from the annual event in New York City. This we believe has been a detriment both to the insurance commissioners and to the insurance interests.

This insurance week in New York was most important. The LIFE PRESIDENTS ASSOCIATION held its annual meeting during the week. Various other organizations found it convenient to meet there at the same time. As a matter of fact this insurance week in New York was a rallying point for insurance people of all classes. An insurance man perhaps desired to meet officials of four or five other companies and to confer with three or four insurance commissioners. He knew if he went to New York he could see all these men at one place. It was a matter of convenience and it was an economy for him to make the trip. There were a number of executive committees of different organizations that met in New York at this

time. The establishment of insurance week brought together large numbers of underwriters. It was the one event of the year that mobilized the insurance forces regardless of whether they were life, casualty, fire, surety or miscellaneous. The INSURANCE COMMISSIONERS CONVENTION was a business doing organization at the New York meeting. Regardless of its other gatherings the New York meeting was for business only.

We believe that a grave mistake was made in the commissioners eliminating this week from their calendar. We hope it may be restored. It will be impossible to do so this year. The commissioners would contribute much to the business if in 1927 they again reinstate insurance week to its former glory.

The very fact that so much was accomplished during this insurance week and that it brought together so many insurance people, made it the premier insurance event of the year. When the INSURANCE COMMISSIONERS CONVENTION decided to sidetrack New York and go elsewhere it disrupted a custom that should have been continued. We believe a serious mistake has been made in changing this program and we hope that the better judgment of the insurance commissioners will prevail so that the big week in New York may regain its old time prominence.

Field in Small Enterprises

It is estimated that 60 percent of the various businesses are conducted by one man or a small partnership. We hear a great deal about corporation and business insurance and are inclined to associate it in our minds with indemnity for large concerns. The small business is just as much a prospect as the small buyer of insurance. It is really among the smaller enterprises that business mortality runs the highest. Therefore life insurance can do much for these small concerns in protecting them during periods of stress and strain.

A concern of small proportions will insure against fire and will probably carry other lines of property insurance. Yet

the death of the owner will play havoc with it and may wipe it out entirely. Even during his life time one may become totally disabled or he may want to use his insurance as a sinking fund to pay off debts or carry him over the time of depression. The smaller business concerns probably do not appreciate the value of insurance in safeguarding them.

Life insurance will strengthen the credit of such business houses. There are manufacturers, jobbers and retail merchants in almost every community that are really live prospects for business insurance. In many cases their greatest asset is the man himself at the head.

Some Major Objectives

THE HOME LIFE of Little Rock, Ark., has announced the major objects for its fall campaign and all will agree that they are mighty good ones. They can be well emulated by any one in the business. The five objectives outlined by the company are as follows:

1. Get the business.
2. Get the money.
3. Get the renewals.
4. Get a man.
5. Get a new idea.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Mrs. Marcia D. Swineford, widow of Howard Swineford, long a prominent figure in Richmond life insurance circles, and a sister of the late Oscar F. Bresee, for many years general agent at Baltimore for the Mutual Life of New York, died at her home near Richmond last week at the age of 90. Her husband represented the Mutual Life as state agent at Richmond for some years. Then he became general agent there for the Equitable of New York. His son, Oscar Swineford, was associated with him in both connections. The son afterward became general agent at Richmond for the Reliance Life, giving up this connection about ten years ago. C. Agnew Swineford, a grandson of Mrs. Swineford, is now general agent there for that company.

Mrs. T. L. Bradford, wife of the vice-president of the Southwestern Life of Dallas, and mother of T. L. Bradford, Jr., also connected with the Southwestern Life, died there Thursday.

Wyley B. Anderson of Lancaster, Tex., died in Minneapolis last week. Mr. Anderson began his insurance career with the Penn Mutual Life in 1889, and in later years was one of the organizers of the Southland Life of Dallas.

In 1891 he became associated with the New York Life, was later made assistant to the company's general manager in Kansas City and still later served as general agent at Memphis. Following the exodus of the 24 companies that withdrew from Texas in protest against the enactment of the Robertson compulsory investment law, Mr. Anderson with John T. Boone, W. A. Callaway and James A. Stephenson organized the Southland Life. In the summer of 1913 ill health terminated Mr. Anderson's active association with the Southland and since that time his insurance work has been intermittent because of his poor health.

James A. Rodman, well known life insurance executive of Omaha, is among those members of the legislature who were renominated this year. This will make Mr. Rodman's fourth term in the house, if he is elected. Since the last election he has moved into another legislative district in Omaha, but had no trouble in defeating opponents in the preliminaries.

Miss Lillian Van Buskirk, assistant secretary and manager of the policy loan department of the Equitable Life of Iowa, celebrated the 20th anniversary of her connection with the company last week. This is the longest record of continuous service among women of the company. Miss Van Buskirk was recently elected president of the Iowa Federation of Business and Professional Women's Clubs.

The "Broadcaster," the house organ of the American Life Reinsurance, devoted a considerable section of space in its October issue to tributes paid President A. C. Bigger by business associates and friends. The company agents showed their respect for the president by hustling up a large amount of business for the direct writing department.

Mr. Bigger was born Oct. 6, 1873. Before entering the insurance game he was a school teacher. He has been in the insurance business for about 20 years and is regarded as one of the leading insurance men of the nation. He organized the American Life Reinsurance in 1919.

Two of the Missouri State Life organizations were prominent in the reception of the World Champions in St. Louis last week, when they arrived in the city for the opening of the world series games. Robert C. Newman, one of the company's leading producers, and President M. E. Singleton of the com-

pany were both active in greeting the champion Cardinals. Mr. Newman, executive member of the reception committee, accompanied Mr. and Mrs. Rogers Hornsby in their parade through the city. As the car in which they rode passed the Missouri State Life building, it halted and President Singleton stepped to the car and presented Mrs. Hornsby with a huge bouquet of roses.

Arthur C. Sweeny, general agent of the Mutual Benefit Life at Kansas City, Mo., is in Chicago on his wedding trip having been married in Wichita, Kan., Sept. 22, to Miss Winifred Allen, daughter of H. W. Allen, general agent of the Mutual Benefit Life at Wichita. All who know the contracting parties agree the alliance is a mutual benefit affair and wish them all happiness.

Dr. J. V. E. Westfall, vice-president of the Equitable Life of New York, has resigned as a director of that company.

E. L. Black, state manager in Arkansas for the Great Republic Life, with headquarters at Little Rock, died at St. Vincent's infirmary in that city recently, following an automobile accident near Carlisle. His right arm was fractured in seven places, but it is said that physicians attributed his death to internal injuries. Mr. Black, who was 61 years of age, had represented the Great Republic Life as state manager for Arkansas since 1916 and was one of the most efficient and successful members of its field organization.

Roger W. Budlong, a graduate of Grinnell College of Iowa in this year's class, has joined the "Weekly Underwriter" as a member of the editorial staff. Mr. Budlong is the fourth member of his family to affiliate with the insurance business. His father is E. C. Budlong, vice-president of the Federal Life of Chicago, Theodore Budlong and Richard C. Budlong, his brothers, are with the Commercial Casualty and the Northwestern National Life, respectively. The latter was formerly associate editor of THE NATIONAL UNDERWRITER.

F. B. Olds, secretary-treasurer of the Great Republic Life of Los Angeles, returned home last Wednesday after an absence of several weeks on a trip east, during which he attended the annual meeting of the American Life Convention in Detroit, after which he continued his journey to New York, Philadelphia and other cities. He was accompanied by his wife and their two daughters and on the return trip westward a stop of several days was made at the old home in Lombard, Ill., for the purpose of visiting relatives and friends.

Ben A. Wiedermann, associate general agent of the Union Central Life at San Antonio, Tex., and million dollar producer of the company, whose sales methods were discussed in a recent issue of THE NATIONAL UNDERWRITER, disclaims Armenia as his birthplace. Mr. Wiedermann was referred to as an Armenian by birth, accounting for some of his difficulties in the early days in the field, but he is a Roumanian Jew.

MUST BELIEVE IN HIS GOODS

THE salesman of insurance should be fairly imbued with the character of indemnity he is selling. He can never get very far with a prospect in convincing him that the insurance is solid and dependable unless the agent believes it himself. He cannot make it look any better to the purchaser than it looks to him.

LIFE AGENCY CHANGES

JEHA IN NEW AGENCY POST

Former Oregon Supervisor for Reliance Life Heads Northern California Department

Announcement was made by E. G. McCormack, general manager of the Reliance Life, that, effective Oct. 1, John F. Jeha, formerly the supervisor of the Oregon department, was appointed supervisor in charge of the northern California department with headquarters in San Francisco. Jeha's record in Oregon was outstanding during the year and three months of his incumbency there and his promotion to his present position involving greater responsibilities is the result of the meritorious work he has done in developing the Oregon field.

During his service to the Reliance Life as a part time agent under P. F. Sheedy, one of the company's ablest producers, Jeha quickly learned the fundamentals of the business while still attending the University of Pittsburgh. Later he was given a general agent's contract and soon established a splendid record for himself, both in the field of insurance production and in agency development. This ability soon came to the attention of the company's management and in 1924 Mr. Jeha was given the position of agency organizer in the western Pennsylvania department under the supervision of H. T. Burnett. His ability and activity in field organization again proved eminently successful and within the year following, his appointment to the Oregon supervisorship was made. In Oregon, the effectiveness of his work early placed his department on a sound production basis which is evidenced more particularly through the marked strides it has made in company standing.

WILLIS LEAVES THE SERVICE

Connecticut General Life Will Seek a New Manager for Its Branch Office in Chicago

W. W. Willis, manager of the Connecticut General Life in Chicago, is retiring from the service of that company following a long period of illness due to an operation. Mr. Willis underwent what was supposed to be a minor operation many months ago. Complications set in which carried him almost to the brink. Since then he has not been able to get about. The company will appoint a new manager in Chicago. Mr. Willis was formerly with the Travelers at Indianapolis.

Opening New Branch

H. O. Maddox, president of the Peerless Life of Missouri, was in St. Louis last week establishing a new branch office for the company. G. A. Maddox, assistant secretary of the company, is now in charge of the office.

E. F. Brown

D. Easley Waggoner, vice-president and general manager of the United Fidelity Life of Dallas, announces that the company has entered California. E. F. Brown has been named state manager for California and will immediately establish offices in Los Angeles and San Diego. Mr. Brown has been in the life insurance business in California for the past four years, representing the Merchants Life of Des Moines.

Waldman & Johnson

The Columbian National Life of Boston has appointed J. Henry Waldman and Arthur Johnson, under the firm name of Waldman & Johnson, general agents in New York. This partnership succeeds Albert H. Jones, in the office maintained by the company at 50 East

Pinch Hitters

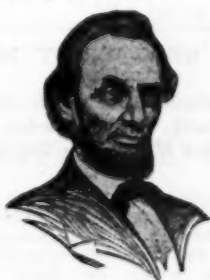
The dope on more than one World Series has been upset by the long, clean drive of a pinch hitter.

Just as effective in its place is the work of the life insurance salesman who is prepared to deliver the goods every time he faces a prospect.

Careful selection of agents and thorough training of those placed under contract is the plan followed by The Lincoln National Life Insurance Company.

The effectiveness of Lincoln National Life cooperation has convinced its agents that it pays to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building Fort Wayne, Ind.

More Than \$435,000,000 In Force

Central States Life Insurance Company

St. Louis, Mo.

Agency Openings in

ARKANSAS
CALIFORNIA
COLORADO
FLORIDA
IDAHO
ILLINOIS
KANSAS
MINNESOTA

MISSOURI
MONTANA
NEBRASKA
NEW MEXICO
OKLAHOMA
SOUTH DAKOTA
TEXAS
UTAH

WYOMING

All Ages up to 65.
Participating and Non-Participating.
Standard and Sub-Standard.
Disability and Double Indemnity.

ASSETS: \$7,000,000

INSURANCE IN FORCE: \$70,000,000



99%

Of all applications accepted. Would these facilities for placing insurance interest you?

Our 1925 experience:

Policies issued as applied for, more than 93%.
Policies issued on modified basis, 5%.
Actual rejections, less than 1 3/4%.
Many of the 1 3/4% rejections can now be written on the Company's Personal Life Income policy for rejected risks, bringing acceptances up to 99%.

Actual to expected mortality, 39%.

General Agent Wanted for Pittsburg, Pa.

Other good openings. For information address:

The Ohio National Life Insurance Company
CINCINNATI, OHIO

T. W. Appleby
President

E. E. Kirkpatrick
Sup't of Agents

42nd street. Mr. Jones is now connected with the Frank Adams general agency of the Mutual Life of New York. Both Mr. Waldman and Mr. Johnson have had considerable life insurance experience. Mr. Waldman has been associated for several years with the Newark agency of the Columbian National Life and Mr. Johnson for the past two years has been associated with William M. Carroll, Jr., general agent of the Berkshire Life. The Columbian National Life has several agencies in New York City, but no exclusive territories are assigned.

C. K. Richardson

C. K. Richardson has been appointed manager of the sales training department of the Hart & Eubank agency of the Equitable Life of the Aetna Life in New York, succeeding Raymond G. Gregory, who recently went with the Equitable Life of Iowa at Buffalo. Mr. Richardson has been an assistant to Mr. Gregory for several months.

Hart & Eubank have made some other changes in their agency organization. W. C. Cooper has been placed in charge of the production department of the agency. Mr. Cooper has been with the Hart & Eubank agency since Mr. Hart joined it in 1924, having been with him in his prior connection in Arkansas. W. E. Smith and J. F. Walsh have been appointed special representatives in the brokerage department of the agency.

Raymond G. Gregory

The Equitable Life of Iowa has appointed Raymond G. Gregory manager for western New York, with headquarters at Buffalo to succeed George S. Cannon, who will confine his efforts to personal production. Mr. Gregory is a Colgate man, who chose life insurance as a life work. Following successful work as a solicitor, he was engaged by the Rockwell school for a considerable period of time, during which he continued his work as a solicitor, showing a substantial yearly production. Several years ago he severed relations with the Rockwell school to become organizer and instructor in the Hart & Eubank agency of the Aetna Life in New York City, where his work has been a most pronounced success.

E. M. Calder and C. H. Woods

The Service Life of Omaha has been admitted to Iowa. E. M. Calder is to be general agent at Des Moines. C. H. Woods is to be state agent.

Mutual Trust in Florida

The Mutual Trust Life of Chicago is looking forward to the development of a very active state agency in Florida at the head of which is A. E. Pickard as general agent. Mr. Pickard has secured the services of Jackson Ingham, formerly connected with the Northwestern Mutual, where he was a very active producer. Mr. Ingham will have complete charge of the organization and development of the agency under the supervision of Mr. Pickard. Preparations

have already been made for the opening of an office at Orlando, and it is expected that within a very short time the Mutual Trust will be represented in all points of any consequence in the state of Florida.

J. M. Rhodes

J. M. Rhodes has been appointed district manager of the North American Life of Canada in Michigan, with headquarters at Detroit. Mr. Rhodes has had a long life insurance experience, having been connected more recently with the Detroit office of the New York Life.

P. O. Osterhus

P. O. Osterhus has been appointed general agent for the Mutual Trust Life at Cleveland, O. Mr. Osterhus has had many years' life insurance experience, going to the Mutual Trust Life from the National Life of Vermont, for which he has been field supervisor, with headquarters at Detroit. He has also been one of the instructors of Dr. Rockwell's school of life insurance salesmanship at Akron, O., during the past few months.

C. E. Buckland

Charles E. Buckland has been made manager for Connecticut for the Guardian Life. Mr. Buckland has for ten years been with the Northwestern Mutual. His father, C. E. Buckland, has been with the Aetna Life for more than 20 years. A brother, Kenneth Buckland, is also with the Aetna.

Daniel W. Baker

The Reliance Life of Pittsburgh announces he appointment of Daniel W. Baker as cashier of the Alabama department with offices in Birmingham. Baker's present appointment is the result of many years connection with the company in which he began his business career in 1913 as an office boy in the home office.

Herman F. Silzer

Herman F. Silzer has been appointed manager for the Equitable Life of Iowa at Peoria, Ill., succeeding Ben Bloch, who has represented the company there for a number of years. Mr. Bloch will continue with the company, but will devote his entire time to personal production. Mr. Silzer has had a long life insurance experience and more recently has been connected with the Des Moines agency of the company, familiarizing himself with the policies and practices of the Equitable Life.

Life Agency Notes

Darrell D. Conger has been appointed district agent in Ida county, Ia., for the Bankers Life of Des Moines.

Carl W. Eckert has resigned as district manager of the Pennsylvania Oil Company at Cedar Bluffs, to represent the Phoenix Mutual Life there.

R. B. Reynolds, formerly of Sheffield, Ia., has become district agent for the Bankers Life of Iowa for Hamilton county, with headquarters in Webster City. He succeeds A. E. Bryan, resigned.

NEWS FROM EASTERN FIELD

OPENS NEW JERSEY BRANCH

Pacific Mutual Life to Develop That State with W. B. Snowden, New York Manager, in Charge

The Pacific Mutual Life has reorganized its New Jersey office, having established a branch office in Newark. The new branch office will supplant the organization which has been operated there for some time and will assume charge of the entire state. W. B. Snowden, for the past six years manager of the company's New York branch office, has been appointed manager of the New Jersey office. He will continue as manager of the New York office, assuming

the management of the Newark branch in addition to his present duties. The Pacific Mutual Life does not write life business in New York, having been licensed there for only the health and accident lines. It will write a full line of life and accident insurance in New Jersey, however. It has been licensed in New Jersey for some time, but has never been active. The new branch office organization will extend its interests through the entire state.

Fraser Agency Meetings

At the regular meeting next Monday of the P. M. Fraser agency of the Connecticut Mutual in New York City, which last month led all the agencies of the company with a paid-for production

of \$1,200,000, the speaker will be Vincent B. Coffin, director of the life insurance training course at New York University, who will talk on "Income Insurance." On the following Monday "Inheritance Tax Insurance" will be treated by Leon Gilbert Simon, a specialist who conducts a course on the subject at New York University.

INSURANCE MEN BACK CONN

Ohio Underwriters Will Cordially Support State Superintendent in His Supreme Court Candidacy

Insurance men with few exceptions are supporting the candidacy of Judge Harry L. Conn, Ohio superintendent of insurance, for the supreme bench of the state. The men who are opposing Judge Conn are those in the business whom he has smoked out and attacked for alleged misdeeds. Judge Conn has the backing of the reputable insurance vote in every section. He made an admirable judge on the supreme bench when he served for some months following the death of Judge Wannamaker. He has made one of the most able insurance superintendents that Ohio has had. He is now president of the Insurance

worth, both as citizen and leader in his profession.

It is, therefore, not surprising to learn of the regard in which Judge Conn is held by his colleagues on the supreme bench, one of whom is quoted as having said: "There was never a better lawyer or man of higher caliber on the Ohio supreme court bench than Judge Harry L. Conn."

Man of Ripe Experience

The people of Ohio will be well advised to extend to Judge Conn the character and volume of support in the ensuing election that always should be the just reward of ability and high personal worth.

Judge Conn's experience and ability in relation to insurance matters made him an invaluable member of Ohio's court of last resort. He is president of the National Association of Insurance Commissioners, and was directly responsible for the payment into the public treasury of almost one million dollars by foreign insurance companies whose policies insured public funds which were lost through a depository which became insolvent.

Eminent in Public Service

Judge Conn's activities in the public service have not been confined to official functioning as lawyer and jurist. He is chairman of the board of directors of the Marsh Foundation, the largest charitable trust of the kind in Ohio, its purpose being to educate orphan, dependent and underprivileged boys and girls to enable

A Hearty Welcome!

The great City of Philadelphia is host to the Nation during these months of celebration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and it is commemorating that momentous event by a Sesqui-Centennial Exposition of notable character, which is the historical successor of the Centennial Exposition of 1876.

The Home Office of the Penn Mutual is on famous Independence Square in Philadelphia, facing Independence Hall, where the Declaration was signed and where hung, and now reposes, the sacred Liberty Bell. We have a hearty welcome for life underwriters who are visitors to Philadelphia during these festival months.

The Penn Mutual Life Insurance Company Philadelphia, Pa.

Organized 1847

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.50 The National Underwriter Company, 1362 Insurance Exchange, Chicago.



HARRY L. CONN

Commissioners Convention and is regarded as one of the most able of the state officials in the country. The supreme bench of Ohio will be greatly strengthened by the presence of Judge Conn.

Editorial in the "Enquirer"

The Cincinnati "Enquirer" in an editorial mention of Judge Conn says:

In the interest of candidates for important public office it sometimes is possible to point to exceptional reasons why such candidates are entitled to the support of their fellow citizens, without regard to party affiliations.

A consideration of the candidacy of Judge Harry L. Conn for the supreme bench entitles Judge Conn to be numbered among those aspirants to office who possess special claims that should operate to invite public confidence and support. Among these distinctions, in Judge Conn's case, should be noted the fact that, having been appointed by Governor Donahey to fill a vacancy occurring in the supreme court upon the death of Judge Wannamaker in June, 1924, to serve until the following November, Judge Conn was elected for the unexpired term of two months by a majority of more than 300,000 votes. In his own county of Van Wert seven out of every eight votes cast were for him.

Backed by Home Community

A prophet may be held to be without honor in his own country, as the Scriptures have informed posterity, but it appears that a fine citizen and good lawyer may enjoy a happier fortune in this respect.

The man called to the public service by receiving a practically unanimous support from his "home folks" certainly must possess elements of exceptional

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

General Age Limits 0 to 60.
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

Increasing Selling Ability

THE Aetna Sales Training Course for its salesmen is a series of five books. Altogether they represent a complete and thorough education in life insurance matters and methods.

Systematic study of these books will greatly increase the Aetna-izer's selling ability.

Questionnaires are printed at various points in the books and, when answered, these are graded at the Home Office.

An attractive certificate is presented to each Aetna-izer satisfactorily completing the course.

S. T. WHATLEY
General Agent

Aetna Life Insurance Company
Suite 2043-230 So. Clark Street
CHICAGO ILLINOIS

The MIDLAND MUTUAL LIFE INSURANCE COMPANY COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

them to go into the world equipped for the battle of life.

Being a practical farmer, owning a farm in his home county, Judge Conn takes an active interest in all the problems of agriculture. His election would bring to the farmers of Ohio an understanding "friend at court."

NEED DEFINITE INFORMATION

Success of Insurance Company Is Due Entirely to Efforts of Individual Agents

HARTFORD, Oct. 13.—James A. Griffith, manager of the sales training course of the Phoenix Mutual Life, says that too much depends on "abouts" in the life insurance business, according to his observation. In speaking before the Hartford Advertising Club at which there was a large gathering of insurance men, he mentioned his experiences of making inquiry as to the number of agents various companies had and as to the division between full and part-timers, and the answers were always: "We have about so many."

He insisted that insurance success is due entirely to the individual success of the men selling insurance and that the way to build up an insurance organization is to build up its men. He further explained that to build up men, the company must have an ideal and the ideal must be instilled in the minds of the men, these men to be trained to serve rather than to be entirely trained to sell.

Cleveland Trust Company Gives Dinner

The Guardian Trust Company of Cleveland gave a dinner to all underwriters in Cleveland interested in developing life insurance trust business Wednesday evening.

Confer at Columbus

Executive officers of half a dozen life companies met a few days ago in the

offices of the Ohio State Life at Columbus to discuss insurance matters of mutual interest. Following the meeting the new home of the Ohio State Life was inspected. This building is modern in every respect and the visitors express their appreciation of the excellent arrangement of the structure and the excellence of its equipment. Attending the conference were representatives of the American Life of Detroit, Indianapolis Life, Peoples Life of Indiana, Lafayette Life, National Guardian Life, Midland Mutual and Ohio State Life, Columbus.

Visits Ohio Agencies

John M. Sarver, president of the Ohio State Life, has returned to the home office after a trip in which he inspected the company's agencies in Youngstown and Pittsburgh. W. S. Boynton, superintendent of agencies, has been spending some time in Cincinnati, where a new agency has been opened under the management of Ernest P. Mauk.

Form \$400,000 Club

A \$400,000 Club has been organized by the agents of the New York Life to take the place of what has been called the top section of the \$200,000 Club. Company production records show that 236 agents could have qualified last year for the new club, which includes among its honorary members Superintendent James A. Beha of New York and William Howard Taft, chief justice of the United States Supreme Court and former president, who was a life member of the \$200,000 Club.

Pennsylvania Department Change

PHILADELPHIA, Oct. 13.—William W. Fagley has been appointed chief investigator of the Pennsylvania department by Commissioner Einar Barford. Mr. Fagley succeeds Robert C. Wilson, who has held that position for many years. Mr. Wilson is transferred to Harrisburg in another capacity. Mr. Fagley has been an investigator in the health department.

IN THE MISSISSIPPI VALLEY

IOWA HANDBOOK IS ISSUED

The National Underwriter's Compendium of Insurance Information Meets Needs of the Business

The 1926-27 and ninth biennial edition of the Underwriters' Handbook of Iowa has been issued by THE NATIONAL UNDERWRITER, a volume of over 600 pages. This year's edition gives a complete line-up of all the agencies with their companies arranged by cities and towns, all of the companies, both local and foreign, with their state managers and field men arranged for convenient use, statistics showing the amount of premiums and losses in Iowa for the last six years for fire and life companies, and classified casualty business for the last two years. The book is up to the standard of THE NATIONAL UNDERWRITER Handbooks and compiled in the usual thorough manner. Some of the features of use to those who are interested in Iowa's insurance business are the resume of the insurance laws, special lines written by fire and life companies, Iowa's insurance adjusters, fire, life and casualty associations having jurisdiction in Iowa, state agencies for fire companies and general agents for life and casualty companies, Iowa fire chiefs, and a map of Iowa showing how the Iowa Insurance Service Bureau covers the state.

Careful inspection of the new edition shows a number of Iowa's home companies have dropped out of business within the last two years. At Cedar Rapids, the Farmer's Fire was absorbed by the Continental interests. At Des Moines, the Grain Belt, which was doing a remarkable hail business in Iowa, the Hawkeye Securities, and the Standard Mutual Hail, as well as two

life companies, the Republic and Western, have been merged or retired from business. The Universal Life is out at Dubuque. On the contrary, there have been no new companies of any magnitude started in business. Iowa, however, still has a great number of strong home companies, which with all the other local information is shown in the newest edition of the Underwriters' Handbook of Iowa. Copies may be obtained from any of THE NATIONAL UNDERWRITER offices at the regular price of \$7.50 each.

BIG ATTENDANCE EXPECTED

Early Registrations for Wisconsin Insurance Day Indicate Great Interest in Coming Event

MILWAUKEE, Oct. 13.—Early reservations for the first Insurance Day in Wisconsin, which is to be held at the Hotel Pfister, Milwaukee, Oct. 20, point to an attendance much larger than the committee had anticipated when the plans were made. Agents from all sections of the state have been sending their reservations to the Insurance Federation, 86 Michigan street, according to Walter W. Belson, executive secretary of the Federation. Among the companies and agencies which have announced their intention of holding agency conferences on Oct. 19 at Milwaukee, and then having their agents remain over for Insurance Day are the Time of Milwaukee, Albert E. Mielenz, general agent of the Aetna Life, and Gottschalk & Hargarten agency of Milwaukee.

Well Known Speakers Secured

One of the most representative groups of speakers in insurance history in the middle west has been assembled for the

event by Henry F. Tyrrell, legislative counsel for the Northwestern Mutual Life and chairman of the speakers' committee. They include Frank P. Manly, president of the Indianapolis Life; Edward C. Stone, United States manager of the Employers Liability; Joseph R. Wilson, manager development department, Maryland Casualty; George G. Bulkley, president Springfield Fire & Marine; Benjamin Poss, general counsel of the Equitable Fraternal Union, Milwaukee; Claris Adams, secretary American Life Convention, Indianapolis; J. A. O. Preus, former governor and insurance commissioner of Minnesota and now engaged in the insurance field in Chicago; Charles Milton Newcomb, Cleveland, prominent humorist and after-dinner speaker; Olaf H. Johnson, insurance commissioner of Wisconsin; and O. N. Thurber, secretary of the Northwestern Association of Mutual Insurance companies, Owatonna, Minn.

Will Stage Big Party

Insurance Day will open with a big party the night before, Oct. 19, at the Hotel Pfister, to which all agencies and their employees will be invited. Admission will be by ticket only. They are being distributed by the general committee and at the Insurance Federation office. On the evening of Insurance Day the big banquet will be held to close the event. Mr. Adams will be toastmaster at the banquet. Mr. Newcomb will be one of the speakers. The principal speaker will be announced later by the committee.

Milwaukee's two largest evening newspapers are planning special editions for Insurance Day which will carry interviews, reviews and other matters pertinent to all lines of insurance.

COMPANY HELPED TWISTING

President Furnished Blanks to Agent for Use in Case of State Department Protest

TOPEKA, KAN., Oct. 12.—The twisting agent for life insurance companies is not always at fault and some companies appear to be willing and ready to help the agent who goes out to get the other company's business. This was disclosed to Superintendent Baker the other day when he called in an agent who was suspected of twisting. The agent had been under suspicion for some time and the department had been watching his activities closely until it had sufficient information to notify him to come in and make an explanation of his unprofessional actions and violations of the insurance code of ethics. The agent appeared and readily admitted his work and then produced the following letter from the president of his company, the names being deleted by the insurance department while the company is being investigated by the department:

Letter from President

I have been absent from the city for several days and have come in and tells me he had a conversation with you over the telephone yesterday in which you stated that you were going to Kansas, and that you had a full list of the (company's) expirations.

Now, you must be exceedingly diplomatic in handling the situation in trying to switch them over to our company and do not tell them we have purchased their business as we will get in bad with the insurance department and it is possible if the (company) took it up with the department we might be forced to take up our policies and refund the money. I know you will be careful and will know how to handle the situation so as not to get yourself and us in bad, and in order to make the thing a cinch, I am enclosing herewith a few statements which please have them signed where you switch a policy, and if anything is ever said to the department we will have this to prove that they knew what they were doing; then attach this to the application blank so we may have it for our records.

I sincerely trust you will succeed in doing a nice volume of business.

It just happens that the man who

wrote this letter and other officials of the same company had been quite outspoken at recent life insurance meetings against the twisting agent and declaring that they would have none of the breed upon their roster. Yet it appears that when the opportunity offers the company is not only ready to accept the business but is willing to help the agent to avoid trouble.

Aetna Life's Minneapolis Meeting

Two hundred representatives of the Aetna Life in the Minneapolis territory, including salesmen of the Cameron-Kavel agency, held a two-day conference there Oct. 8-9. Life insurance problems from the salesman's standpoint were discussed. E. W. Cameron presided.

Lincoln Companies' "Good Will Tour"

The good will tour of representatives of the insurance subdivision of the Lincoln, Neb., chamber of commerce will start Oct. 25 and will cover the greater part of southern and southeastern Nebraska in the next five days. Every one of the home insurance companies in Lincoln will be represented, as well as other large producers in this line. Nebraska City, Auburn and Falls City will be covered the first day; Pawnee City, Beatrice and Fairbury the second; Hebron, Superior and Red Cloud the third; Hastings and Grand Island the fourth, and Aurora, York and Seward the fifth. A 25-seat bus has been chartered for the trip.

Frank E. Helvey, in charge of publicity, says that the purpose is to advertise the insurance facilities of Lincoln, develop good will between the agents and advertise Nebraska generally as an insurance state. Ira Crook of the Liberty Life is general chairman; W. H. Logan in charge of the itinerary, and W. S. Whitten looks after hotel accommodations.

Central Life Agents Meet

Agents of the Central Life of Iowa from the northeastern part of the state held their annual meeting and school of instruction last week in Dubuque, where E. L. Gifford, a star producer, is general agent. Roy Heartman, field supervisor from the home office, was the principal speaker. He told the agents of the company's plans for the big annual agency meeting next year in Memphis. Iowa Agency Supervisor G. M. Buck was also present from the home office. D. J. Keffeler, D. D. Duckett, Charles C. Brantman, B. F. Anderson and Fred Kingfield were announced as the winners of ten days' production contest in honor of Mr. Heartman.

Continue Federal Reserve Case

The attorney general of Kansas has asked for a continuance in the proceedings brought by the Federal Reserve Life of Kansas City, Kan., to compel the insurance department to register certain policies. The policy forms had once been approved and then the approval was withdrawn by Superintendent Baker because he felt that the policies were improper. The policies contain a participation clause that is unusual and it is charged that the contract does not live up to the literature being used in selling the policy. When the department refused to register the policies the company sought a writ of mandamus to compel the registration and an injunction to require the registration of the policies while the suit is pending. The hearing on the temporary injunction was set for Saturday, but the attorney general was unable to get the case ready in time for the hearing.

Must Refund Inheritance Tax

The state of Wisconsin and Milwaukee county will have to refund \$293,767 to the estate of the late Ferdinand Schlesinger of Milwaukee. Approximately \$1,750,000 insurance figured in this suit which has been pending in the

Where the Tall Corn Grows—

Out here where the tall corn grows, we have several splendid openings for the right kind of insurance producers. Our new and productive plan of business-getting co-operation will help you find prospects and close them. If this is the kind of personal co-operation that you would like to have, you ought to write to us.

We also have openings in Minnesota, Missouri, Nebraska, and South Dakota.

Des Moines Life & Annuity Company

J. J. Shambaugh, President

DES MOINES, IOWA

THE COMPANY OF CO-OPERATION

Selling Life Insurance with the help of Direct Mail Advertising

"YOU can double your Life business," we told our Field Force, "by using our Direct Mail Advertising System."

And we proved it, by actual figures showing the results of a test campaign in which the average production of those agents who used the System right, was about three times their average production the preceding year.

So, "You can double your Life business," was a conservative statement.

Our Direct Mail co-operation is only one feature of our policy to place at the disposal of our agents every possible tool which has been found to help in getting business.

This Company has general agency openings in: Illinois, Iowa, Indiana, Ohio, Minnesota, Missouri, Kansas, Oklahoma, Nebraska, Wyoming, South Dakota, Montana and Colorado. Any producer of Life or Accident and Health Insurance, who is not at present under contract with any other company, will do well to discuss things with us.

Great Northern Life Insurance Company

HOME OFFICE: :: :: MILWAUKEE
CHICAGO OFFICE: 110 S. DEARBORN ST.

courts since Mr. Schlesinger's death in 1921. The refund is to be made in accordance with a recent decision of the United States Supreme Court holding unconstitutional the portion of the Wisconsin inheritance tax law which declares that all gifts made within six years of death are made in contemplation of death and therefore subject to inheritance taxes. The state and county will refuse, however, to pay the estate interest on the sum illegally collected unless ordered to do so by the courts, it was said. Attorneys for the estate demand interest at 6 percent from the time the payment was made in July,

1922, which would amount to more than \$70,000.

Convicted of Murder in Insurance Case

A. W. Bourne, an insurance and real estate agent of Rushville, Neb., was convicted of second degree murder and given a life sentence for the murder of Ferris Westervelt, to whom he had sold policies of insurance totaling \$30,000, made payable to Bourne. The story he told was that Westervelt was killed by the accidental discharge of a shotgun while alighting from an automobile, but there were no powder burns on the man's body and the place where he located the

scene of the accident was so close to inhabited houses that the sound of the discharge would have been heard. No one heard the reports. Bourne did not take the stand in his own defense. Bourne was agent for the Old Line of Lincoln, which had refused to accept the policy as it was submitted and had returned it with the stipulation that the benefits, in case of death, should go to Westervelt's estate. The prosecution said Bourne had no knowledge of this action of the company.

Take Group Policy

The Harry J. Leach agency of Morris, Ill., has placed a group insurance policy for the I. N. R. Beatty Lumber Company of Morris, in the Aetna Life. The Beatty Lumber Company has yards at Morris, Pontiac, Wilmington, Tinley Park, Orland and Lemont, Ill. The policy provides individual insurance ranging from \$1,000 to \$3,000, the cost being divided between the employee and the company.

The Morris Paper Mills also has taken out a health, accident and life group insurance policy through the Chicago group department office of the Metropolitan Life. Nathan Leopold is president of the company. The Morris Paper Mills has a plant at Morris, but the main selling office is in Chicago.

Rulings in Missouri

Attorney General Gentry of Missouri has just issued two rulings bearing on insurance matters. One opinion holds that insurance companies incorporated prior to the repeal of the 30 percent capital stock statute, that desire to increase their capital stock must do so by the payment of such increase in cash. In short he holds that such companies have no vested right to increase their capital stock under the laws affecting their incorporations, but must comply with the present statute governing the enlargement of capital stock.

In the other case Mr. Gentry held that a Missouri insurance company seeking to reinsure an Illinois assessment company must submit the proposed reinsurance agreement to a commission appointed by superintendent of Missouri, and that the approval of such commission, after proper notice to all policyholders and stockholders, is necessary before such reinsurance contract may be legally effective in Missouri.

Opens Brokerage Department

S. C. Woodard, Chicago manager for the National Life of Vermont, has appointed D. Wiedeman as manager of the brokerage department. The Chicago office of the National Life is now making a campaign for this class of business. Mr. Wiedeman is a former real estate man and a graduate of the University of Chicago, being a noted athlete in his university days. He was first baseman on the baseball team and was one of those who represented the Chicago University on its tour of Japan.

Reports Good Gain

J. A. Campbell, manager of the central branch office of the New York Life in Chicago, reports an excellent increase in paid business in September, in spite of the absence from the office of the majority of the leading producers for a part of the month. During September the \$400,000 men, the \$250,000 men and the members of the \$200,000 club were all in attendance at their respective regional conventions.

SOUTHERN FIELD

WILL REWARD THE AGENTS

Home Life of Little Rock Makes Some Interesting Propositions to Its Field Workers

The Home Life of Little Rock, Ark., has announced that it will pay \$100 to any agent that can bring to the company a successful producer when that agent has paid for business totalling \$100,000. It will also pay \$100 for any man who will originate and demonstrate a new selling plan of real merit. The home office committee to decide on whether the new idea has merit consists of Advertising Manager V. L. Thompson, Assistant Secretary Frank Galloway and Vice-President J. J. Harrison.

The Home Life will send a \$5 bill each week to each of the six leaders in production for the previous week. It is offering three cash bonuses of \$100, \$50 and \$25 respectively to the three agents who make the best renewal records for 1926 on business written in 1925.

Great Southern Convention

The Great Southern Life will hold its seventeenth annual convention at Hous-

Empire Mutual Life Insurance Company of the United States

Home Office

KANSAS CITY, MISSOURI

EXECUTIVE OFFICES

1700 I Street, N. W., Washington, D. C.

KANSAS

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ROCKFORD LIFE INSURANCE COMPANY

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Francis L. Brown, Secretary
ROCKFORD, ILLINOIS

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Efficient

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Adequate

Tools.

MUTUAL LIFE OF ILLINOIS

H. B. HILL, President
SPRINGFIELD, ILLINOIS

Agents are splendidly equipped with such tools as

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| 1. Non-Medical | 6. Female Insurance | 10. Health & Accident |
| 2. Salary Savings | Without Restrictions | 11. Direct Mail Advertising |
| 3. Monthly Premium | 7. Annual Dividend | 12. Sales Promotion Department |
| 4. Juvenile Policies | 8. Non-Participating | 13. Educational Course |
| 5. Payor Insurance | 9. Sub-Standard | 14. Sales Folio |

Annual dividends payable on Non-Participating forms after 20 years.

The famous 5 Point G. P. S. Policy—It's different—A sure fire business getter.

Excellent General Agency Territory in Illinois, Indiana, Iowa, Michigan, Missouri, and Ohio.

Write in strict confidence to F. M. FEFFER, Vice-President & Agency Director

ton, Tex., Wednesday and Thursday. Some 250 agents and branch office managers scattered throughout eight states who have qualified for the trip will be present with all expenses paid by writing more than \$100,000 insurance during the last year. A banquet will be held Wednesday night with President E. T. Greenwood as toastmaster. Speakers will be W. A. Vincent, attorney of Houston, John T. Scott, First National Bank of Houston, Rev. E. P. West of the Baptist Memorial Church of Houston, R. L. Daniel, insurance commissioner, and J. J. Taylor of the Dallas News. Mr. West is called the chaplain of the company and has not missed a convention in 14 years. At this banquet he will speak on "Implication of Life Insurance."

E. F. H. Roberts Becomes Secretary

Emory F. H. Roberts has been made secretary of the recently organized Union National of St. Petersburg, Fla. He retains his position as actuary of the company. The Union National is showing very gratifying progress. It is systematically organizing its home state, having placed some \$800,000 business on the books in about 10 weeks. The company has satisfactory automatic reinsurance arrangements enabling it to handle large lines promptly and efficiently.

Company Loses Case

A decision against the Equitable Life of New York, holding the company liable for a \$25,000 policy which the company claimed it had not written, has been upheld by the South Carolina supreme court. Suit was brought by the widow of James A. Stanton, who died in 1918. It was shown that the policyholder had applied for insurance in 1917, but was refused on the ground that he had been a periodic drinker earlier in his life. The company advised the agent, however, that the application would be considered after another year. A year

later application was again made, the premium was paid, a receipt was given and the application considered by the home office. This was refused, but before hearing of the company's action Mr. Stanton had died of influenza. The company denied liability, but the court held that it was liable, because it failed to show evidence that the applicant was not an insurable risk when the application was signed and the premium accepted.

Disabled Agent Qualified

Undaunted by the handicap of being obliged to travel in a wheel chair, William H. Reynolds of Seminole, Okla., agent for the Equitable Life of New York, has qualified for the company state convention, scheduled for Nov. 19-20 at Oklahoma City. To qualify for this conference it is necessary to write a volume of \$40,000 or 15 paid cases in 10 days. Mr. Reynolds entered the life insurance field recently with 15 paid cases the first day to his credit.

Speakers announced by Homer Jamison, district manager, for the convention include Frank H. Davis of New York, vice-president of the company; Milas Lassiter of Wichita, Kan., director of the company and president of the Federal Land Bank, and M. A. Nelson, agency manager in St. Louis.

Warns Against Overbuilding

Warning against over-production and over-building was sounded by Walter Stabler, comptroller of the Metropolitan Life, in an address before the annual convention of the Virginia Real Estate Association in Alexandria, Va., last week. One of the evils he denounced was false appraisal of property. Lee Trinkle, former governor of Virginia, now active vice-president of the Shenandoah Life, urged the realtors to study and know Virginia and her resources and sell Virginia to Virginians and the outside world.

PACIFIC COAST AND MOUNTAIN FIELD

PROPOSE MORMON FRATERNAL

Committee Appointed to Study the Question Is Ready to Report to General Authorities

SALT LAKE CITY, UTAH, Oct. 13.—The Mormon or Latter-day Saint Church, with headquarters in this city, is to launch a fraternal insurance organization of some kind in the near future, according to a statement by Heber J. Grant, president of the church, during the semi-annual conference which ended last week, following a three-day session. Just what form this insurance will take or how limited its scope has not been stated yet. All that has been said is that a committee appointed to go into the matter of a fraternal insurance scheme for the church is now ready to make its report to the general authorities. On account of the reputation which the Mormon church has for thoroughness and the fact that it is the first time the church has made any move toward fraternal insurance, the scheme will be examined with considerable interest by insurance and fraternal men and students of sociology. The church has a membership of about 600,000, largely in the mountain states.

Heber J. Grant is president of Heber J. Grant & Co., general insurance agents of this city and also heads the Utah Home Fire and the Beneficial Life.

Baker Addresses Bankers

Danford M. Baker, vice-president of the Pacific Mutual Life, was one of the principal speakers at the annual meeting in Los Angeles last week of the trust company division of the American Bankers' Association. Mr. Baker's address dealt with the relations between life in-

surance and the service performed by trust companies and in his remarks he stressed the importance of the latter as agencies for stimulating thrift. He pointed out in this connection that while Americans are generally regarded as rather free spenders they are not altogether careless with their incomes. This meeting of the trust company division was largely attended by local life underwriters, as the importance of the service performed by life insurance in the conservation of estates has been recognized and it was included as a prominent feature of the general discussion to which the sessions were devoted.

Webb in Pacific Northwest

Vice-President Walter E. Webb of the National Life, U. S. A., left Chicago this week for a three weeks' agency trip to the Pacific Northwest, stopping at Portland, Seattle and Spokane. He plans to make some new general agency connections in that territory.

May Move Home Office

SAN DIEGO, CAL., Oct. 13.—The announcement was made in San Diego last week that the home office of the Mountain States Life is to be removed shortly from Denver to this city. In connection with this step it is understood that three San Diego business men, Leroy A. Wright, attorney, George Hawley, president of the Hawley Investment Company, and E. B. Gould, of the Pioneer Truck Company, will be added to the board of directors. W. L. Vernon, president, Leslie E. Hubbard, vice-president and L. D. Collins, secretary-treasurer, will accompany the home office staff to the new headquarters and make their homes in San Diego. While the location of the new offices has not been definitely announced, it is under-



THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

THE Southern States Life, organized in 1906, has an enviable record—20 years of honorable and successful relations with agent and policyholder.

During this time the company has been cultivating and serving well its field—Dixie.

Today there is opportunity in Dixie—the South is awaking industrially. To men who are unattached and to new men the Southern States has an attractive proposition.

Wilmer L. Moore,
PRESIDENT



COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident
Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company

40 Popular Life Forms

One Correspondent

7 H & A and Auto Injury Forms

One Contract

Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

If
Territory does make a difference

If
Close co-operation is necessary

If
A friendly interest is needed

If
You are a producer

If
You believe in yourself

If
You want a REAL job

Write or wire

S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY
Cincinnati, Ohio

ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Offers an unexcelled line of policy contracts.

Our juvenile policies, written on children as young as one day old, go in full benefit automatically at age 5 without re-examination.

Our special low rate policies to business and professional men are fast sellers.

We write women on equal basis with men.

Splendid agency openings are now available.

Write William Koch, Vice President and Field Manager.

ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

A. C. Tucker, President

GREAT REPUBLIC LIFE INSURANCE COMPANY

of CALIFORNIA

Has openings for General Agents, District Managers and Local Agents in Missouri, Kansas and Oklahoma. Liberal First Year and Renewal Commissions, Up to Date Policy forms and Services of Agency Supervisor in development of territory.

For Full information address

W. H. SAVAGE, Vice-President
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A Loyal Efficient, Agency, Corps

Back of the success of a life insurance company is a force of enthusiastic men and women in the field, following a vocation they like and serving a company in which they have confidence and pride. Their value to their respective communities and their own individual success stand upon the service their company renders to its constituent members—the proving test.

The Mutual Life of New York, the first American legal reserve mutual life insurance company, has for eighty-three years met the proving test of service to its members. Today, this Company's high prestige accorded to public service and achievement is upborne and carried on by loyal, efficient and contented field workers.

They have unsurpassed contracts and facilities to offer to their public—all standard forms of insurance (ages 10 to 70) and annuities, both for men and for women; Disability and Double Indemnity Benefits; policy loans in branch agencies, and all other features of service the Company deems justified.

They take a pride in building greatly upon a great past—a loyal, efficient agency corps successful for the Company and for themselves.

Those who contemplate life insurance field work as a vocation are invited to write to

The Mutual Life Insurance Co.
of New York
34 NASSAU STREET
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stood that they will be established in the new John D. Spreckels building, now under construction and rapidly nearing completion.

United Fidelity Life in California

The United Fidelity Life has been granted permission to operate in California. E. F. Brown of San Diego has been appointed general agent. It is the intention of the company to eventually have a branch headquarters at Los Angeles.

Sweeney Visits California Agencies

Robert E. Sweeney, second vice-presi-

dent and associate agency manager of the State Life of Indiana, is in San Francisco visiting Arthur J. Hill, California manager. Before returning to the home office, Mr. Sweeney will visit the company's agencies throughout the state. He will be accompanied by Mr. Hill.

Pulver With West Coast Life

Ray D. Pulver has been appointed assistant agency manager of the West Coast Life at Oakland, Cal. Mr. Pulver has been assistant manager for one of the large eastern companies for a number of years.

IN THE ACCIDENT AND HEALTH FIELD

EXAMINATION REPORT MADE

Departments Show American Bankers of Illinois Now in Good Shape

The convention examination of the American Bankers of Illinois has been completed and the report has been published, showing the company with present surplus of \$206,185. The report of the commissioners commended the company's handling of claims, stating that there were only two claims in litigation for the purpose of determining the legal beneficiary and no claims are being resisted.

Shows Strong Condition

The final statement as published is the result of a readjustment in the capital by the officers of the company. The convention examination, which was participated in by Illinois, Missouri, Oklahoma and South Dakota, showed an impairment of \$247,515. A later report shows the contribution of a surplus of \$303,750 by F. H. Rowe and the officers of the company. After this contribution the company statement shows \$400,000 capital and \$56,185 surplus and an additional change of reduction of capital increased the surplus to \$207,185. By a vote of 80 percent of stockholders an amendment to the charter was approved reducing the capital from \$400,000 to \$250,000 and adding the \$150,000 to the surplus. The company's impairment was largely due to incompetent actuarial advice in the past in connection with the consolidation of other companies. The present actuarial organization of the company, working with the department examiners, increased the company's reserves \$130,000. Surprising conditions were discovered in going over the books the most notable being a deficiency in life reserves of \$150,000, figured by a former actuary and a mistake resulting from previous consolidations.

Has Greatly Expanded

Since the last examination in 1923 the company has reinsured the business of the Elgin Life, the National Bankers of Kansas City, the Peoples National Casualty of Detroit and the Central States casualty of Indiana. The officers have also purchased the controlling interests in the stock of the Midland Casualty of Milwaukee. The Cloverleaf Life & Casualty was consolidated with the American Bankers last year. The report showed a notable increase in assets, the company's total assets having increased from \$379,000 at the close of 1920 to \$4,228,881 on June 30 of this year. The company began writing life business in 1919 and now has life insurance in force amounting to \$34,124,300.

Writes "Princess America"

J. Deatherage of the Deatherage Insurance Agency, Spokane, Wash., recently wrote a \$10,000 death and dismemberment policy and a hospital expense policy in the Zurich on Miss Jessie Jim, the Okanogan Indian maiden who was an invited guest as "Princess America" to the Atlantic City beauty contest.

DEFERRED PAYMENT POLICY

Employers' Indemnity Gets Out New Contract to be Used by Real Estate Concerns

The Employers Indemnity of Kansas City has completed a new deferred payment policy to be used by real estate companies. The policy provides for continuing the monthly payments on second mortgages if the mortgagee is disabled by illness or injury to complete all payments, or in case of his accidental death. F. L. Barnes, of the Employers Indemnity, arranged the provisions of the policy, which is being sold through several large real estate companies in its home city.

The plan provides that with the payment on the house, the real estate firm presents the purchaser with the policy issued for a term of five years, and paying a monthly indemnity equal to the amount of the monthly payment due on the second mortgage. The contract also provides that on accidental death of the insured, the total remaining amount due under the mortgage will be paid in monthly payments to the mortgagor. The total aggregate indemnity provided, however, in no case shall exceed the balance due under the mortgage contract.

New in Real Estate Field

The theory of the real estate companies in presenting the policies to the buyers is that the idea of insurance is becoming so universally popular, that such a plan will meet with the immediate approval of the public.

Although this plan has been used by automobile companies, it is comparatively new in the real estate business. Mr. Barnes has worked out the plan on new and up-to-date lines, and has made a real business contract out of it. It is the first such policy to be used in Kansas City.

The policy is being sold only in limited territory adjacent to the home office at the present time, but the corporation expects soon to permit the issuance of the same throughout its entire agency territory.

Discontinue Hospital Policies

The Maryland Casualty has discontinued its hospital expense policy. The loss ratio is reported to have been disastrous and much difficulty experienced in settlements because of fraudulent claims. Outstanding business, however, may be renewed.

About two months ago the Inter-Ocean Casualty also discontinued its hospital contract, for the same reason as the Maryland Casualty, that selection was against it. In spite of the fact that claims were settled on the basis of indemnity for loss only, the rates charged were not sufficient to take care of the losses.

National L. & A. Promotions

The National Life & Accident has promoted A. E. Peters of Pittsburgh to superintendent there. J. H. Coon of

Galveston has been promoted to superintendent. E. B. Duncan of Oklahoma City and J. W. Rose of Chicago No. 2 have also been promoted to superintendents in their respective districts.

W. W. Dark Has Resigned

Wilbur W. Dark, who has been connected with the head office of the Inter-Ocean Casualty at Cincinnati, has resigned. Before going with the Inter-Ocean Casualty he had charge of the industrial department of the American Liability at Cincinnati.

Companies Extend Field

The Loyal Protective and the Ridgely Protective, which have heretofore been writing accident and health insurance on Odd Fellows only, have recently extended their field to take in Masons as well.

Urges "Sickness Compensation" Law

ANN ARBOR, MICH., Oct. 11—Charging that the burden of expense incident to sickness, particularly among producers, should be borne by the nation as a whole rather than the individuals, John A. Lapp of Chicago, president of the National Conference of Social Work, told social workers convened here last week that states should enact sickness compensation laws the same as most of them have provided accident compensation measures.

Mr. Lapp did not go into the insurance features of his project, but declared that, economically, sickness compensation should prove a boon and, properly provided for, should not overtax industry or the populace generally. Accidents in industry now, he said, do not generally cause poverty. "We have learned to distribute the expense of accidents, but not of sickness," he declared. "Seven and a half days a year are lost for each work-

man in the country because of sickness, but this is borne by the 20 percent who are sick, although it should be borne by the whole nation." If equally distributed, he said, the expense of sickness, thus reduced to its low average, would not prove burdensome.

Branch Offices Opened

M. Raife has been put in charge of the Western Life and Union Casualty of Chicago's new west side branch office at Ogden, Madison and Ashland streets, Chicago.

A. Brucker, formerly with the John Hancock at St. Paul, has been put in charge of the Western Life and Union Casualty south side branch office at 35th street and Michigan avenue.

New Company Formed

BOSTON, MASS., Oct. 13—A new casualty company, to write health and accident insurance, has been organized here by a group of underwriters who have been with the Massachusetts Accident for a number of years. The new company will be the Massachusetts Casualty Company and will have a paid in capital of \$100,000. It has been granted a certificate of organization by the Massachusetts department, authorizing it to write health and accident insurance. The officers of the new company are: E. Prescott Rowe, president and treasurer; Henry S. Rowe, vice-president; Frederick S. Moore, secretary and manager; Leonard D. Hadley, assistant secretary, and Frederick H. Moore, assistant treasurer.

John Colby Berry, a well known life and accident insurance agent and prominent politician, died at his home in Plymouth, N. H., last week, after a brief illness, aged 81 years. He was a candidate for governor in 1896 and 1902 and was a presidential elector in 1900.

WITH INDUSTRIAL MEN

CHANGES BY JOHN HANCOCK

Promotions in Various Districts, Transfers and Other Shifts are Announced by Home Office

The following named men have been promoted by the John Hancock from the rank of agents to assistant superintendents in the districts of their service: Jason H. Bull, Kansas City; Ivar H. Wernes, Chicago VI; John J. Dugan, Philadelphia V; Alfred Vogt, St. Louis III; Bronslaus W. Gaczowski, Erie, Pa.; Albert Erickson, Chicago I; Michael B. Kearney, Lynn; Elmer M. Bade, Cleveland II; Thomas M. Moran, Boston; Sylvester H. Scott, Davenport, Iowa (Muscatine Det.); Max Brucker, St. Paul, Minn.; William A. Merkel, Louisville, Ky.; Frank W. Rossiter, Peoria, Ill.

Promoted and Transferred

The following have been promoted and transferred: Patrick J. Moran, from agent at Holyoke to an assistant at Cohasset; Raymond L. Mellor, from agent at New Haven to an assistant superintendent at New London; Leroy A. Cios, from agent at Cambridge to an assistant superintendent at Waltham; Benjamin F. Hayward, from agent at Malden to an assistant superintendent at Lynn; Hyman C. Levine, from agent at Utica to an assistant at Troy; Charles D. Sullivan, from agent at Fall River to an assistant superintendent at Meriden, Conn. Assistant Superintendent Joseph T. McLaughlin has been transferred from Erie to Philadelphia V.

Other changes are: Everett M. McDonald, from cashier at Davenport, Iowa, to cashier at Minneapolis, Minn.; Kenneth F. Meyer, training cashier to cashier at Davenport, Iowa; John W. King, training cashier at Brighton to cashier at North Adams.

Altoona Veteran Retires

After a quarter of a century of continuous service with the Prudential in Altoona, Pa., Harrie H. Zinn, who is now in his 66th year, has been placed on the retired rolls of the company. Mr. Zinn is one of the best known agents of the Prudential in the Altoona territory and for five years was an assistant superintendent there.

HOLD MEETING IN BUFFALO

Metropolitan Life Convention of Agents From Surrounding Territory Marked by Great Enthusiasm

BUFFALO, N. Y., Oct. 13—More than 750 delegates and their guests attended the convention of field representatives of the Metropolitan Life here last week. Closed business sessions took up the morning and afternoon programs. The banquet and evening program was a gala occasion, marked by enthusiasm of the speakers as well as agents. The vast hall was practically filled to capacity, although tables were not so much crowded as to detract from the charm of their arrangement and decoration. A full orchestra lead the song program.

Home Office Men Attend

Representatives from the home office included Francis O. Ayres, Dr. Lee K. Frankel, A. F. C. Fiske, vice-presidents; Jas. D. McIntyre, field supervisor; Harry C. Pryer, home office supervisor; Robert J. Olson, district office supervisor, and Harry W. Indell, ordinary supervisor; W. H. McLaren, divisional sales manager, group department; David Powers, group supervisor; Michael Kley, manager of immigration service and citizenship; Helen C. LaMalle, superintending nurse, and Sarah O'Mara, field supervisor of nursing.

The speakers were Mr. Ayres, Dr. Frankel, Mr. Fiske and Miss LaMalle.

CONSERVATIVE LIFE LEADERS

South Bend, Ind., Company Announces the Pace Makers for the First Nine Months

The Conservative Life of South Bend, Ind., announces the following leaders for the year:

Joint Results—Superintendent F. F. Leonard, Hammond, Ind., No. 1; Agent E. W. Stinson, Hammond, Ind., No. 1.

Net Placed Ordinary—Superintendent Geo. W. Rathwick, South Bend No. 1; Agent Joseph Martin, South Bend No. 1.

Ordinary Increase—Superintendent F. F. Leonard, Hammond, Ind., No. 1; Agent Joseph Martin, South Bend No. 1.

Monthly Increase—Superintendent F.

LOUISIANA STATE LIFE Insurance Company

HOME OFFICE
SHREVEPORT, LA.

WHY NOT BECOME A GENERAL AGENT?

Many successful agents outgrow their present duties, and continue as sub-agents only because no opportunity is given for promotion.

In the states of Alabama, Arkansas, Louisiana, Oklahoma and Texas, we offer to well qualified agents, liberal General Agency contracts with choice of splendid locations.

Your communication will be received and treated with confidence.

IRA F. ARCHER
Superintendent of Agencies

GENERAL AGENTS WANTED in MISSOURI and ILLINOIS

Our Special Accident Benefits, in addition to the complete Double Indemnity coverage for accidental death and monthly income for Total Permanent Disability, pays an additional benefit equal to the face amount, for eight special accidents, including:

1. The wrecking of a public conveyance,
 2. The wrecking of a private conveyance,
 3. Being struck or run over while in or upon a public highway.
- And five other features.

We have thousands of Boosters to give you direct leads. You will succeed in a high degree as others have, if, when and as soon as you represent

UNIVERSAL LIFE INSURANCE COMPANY of MISSOURI

700 Times Building

St. Louis, Mo.

E. G. ROLWIN
President

W. D. LUMPP
Director of Agents

F. Leonard, Hammond, Ind., No. 1; Agent S. J. Bartoszek, South Bend No. 1.

Collection Percent—Superintendent Wm. Bobrowski, Gary, Ind., No. 2; Agent H. I. Leonard, Hammond, Ind., No. 1.

Arrears Percent—Superintendent Wm. Bobrowski, Gary, Ind., No. 2; Agents W. K. Mohn, South Bend No. 2, and John Yuhasz, Gary, Ind., No. 2, tied.

President J. M. Stephenson left South Bend Sept. 25 for a trip to England and France. While in Paris he attended the automobile salon given by the Studebaker Corporation to introduce its new line of cars to the French public. He will return to South Bend the latter part of October.

In the President Stephenson's bonus offer for the third quarter, the following men were the winners: Superintendent Wm. Bobrowski, Gary; F. F. Leonard, Hammond; G. W. Rathwick and Martinus Vink, South Bend. Agents: John Yuhasz, Gary; H. I. Leonard, Hammond; W. K. Mohn, South Bend; E. W. Stinson, Hammond; Joseph Martin, South Bend; Alex Czajkowski, East Chicago; Louis Balogh, South Bend, and W. W. Morris, Hammond.

Paul Kraskiewicz is appointed to the superintendency of the Gary No. 1 district.

Public Savings Changes

The Public Savings announces these recent changes in the field:

Agent R. G. Kerr, Detroit 3, promoted to superintendency. Agent C. Steiner, Lima, O., promoted to superintendency at Wapakoneta, O. Agent J. W. Conkle, Akron, O., promoted to superintendency at Toledo East. Superintendent M. Swathwood, Muncie, transferred to Dayton West, taking charge of a newly-created superintendency. Agent H. I. Rader, New Castle, Richmond district, promoted to superintendency at Anderson. Agent O. E. Coffin, Indianapolis East, promoted to superintendency. Superintendent G. W. Kilman, Indianapolis East, transferred to Terre Haute, taking charge of newly-created superintendency. Manager W. L. Poston, Indianapolis East, transferred to Kokomo. Manager of Agencies C. A. Shedron of the home office appointed manager of Indianapolis East district.

NEWS OF LOCAL ASSOCIATIONS

VALUE OF IMPROVING AGENTS

National President George D. Alder Says Raising Agents' Standards Would Benefit the Public

SALT LAKE CITY, UTAH, Oct. 13.—"One of the most important things that has been considered this year by the National Life Underwriters' Association is the question of raising our business to a professional status," said George D. Alder, the new president of the association and Salt Lake City general agent for the National Life of Vermont for more than 30 years, at a meeting of the Utah association. Mr. Alder told of his meeting with President Petty of the Canadian association during the recent convention and of that executive's enthusiasm for a similar step which his association had already taken. The distinguished Utah general agent, who was given a rousing welcome, predicted that if the association could raise the status of the agent in Utah and the United States generally it would be accomplishing much for the business of insurance and for the public too.

Mr. Alder was introduced by C. D. Kipp, local manager for the ordinary branch of the Prudential, who said he had been associated with Mr. Alder longer than any one present. He paid a tribute to his work in the interests of life insurance and said they all felt keenly the honor which the agents of America had conferred upon Utah by selecting one of their members as their president. Walter S. Payne, president of the Utah association, presided.

Oklahoma—Echoes of the national convention dominated the meeting of the Oklahoma association at Oklahoma City. George Summy, president, E. Guy Owen, C. C. Day, past association president and recently elected president of the National Alumni Association of Approved Life Insurance Schools, and Josephine Lincoln, association secretary and newly elected secretary of the same national organization, devoted a few words to impressions gleaned at the meeting in Atlantic City. It was decided to convert the November meeting into an evening dinner affair with wives and clerical forces of the different companies invited. It was further decided to hold the annual sales congress some time in January, the date to be set by the executive committee. The program for this event will be built on the standard sales talk question, the president announced.

Champaign, Ill.—Will Taylor, secretary of the Franklin Life of Springfield, emphasizing responsibility of underwriters in serving their communities, declared that the relation of life insurance to the community is as important as that of any other agency. He was the principal speaker at the regular meeting of the Champaign county association meeting. F. N. Ferris, president of the Vermilion county association, invited the members to a sales congress in Decatur, Nov. 9.

RYAN TELLS OF SALES PLANS

Provident Mutual's Pittsburgh General Agent Outlines Some Unusual Presentations at Cleveland

CLEVELAND, Oct. 14.—"A man with a large income, who interviews one man after another, whose counsel is highly sought and whose recommendations are law," is the way George W. Ryan, general agent of the Provident Mutual at Pittsburgh, defined a professional life underwriter before the October meeting of the Cleveland association in a talk on "Sales Presentations That Bring Business."

Mr. Ryan, who has a record of nearly 14 years consecutive weekly production, has written nearly every application the past four years on first interview and declares that on policies of moderate size, this should be possible in eight cases out of ten.

Lets Doctor Get Signature

In closing, Mr. Ryan never asks a man to sign an application, but acquires the necessary information during the interview and has the doctor obtain signature to both application and medical report at the same time. He forms an idea from the interview of how much insurance the man ought to buy but tells his client he is not so much concerned about how much he ought to buy as he is in whether he can get it at all.

After ascertaining how much insurance a prospect has, Mr. Ryan asks for a sheet of paper on which he writes down in as large figures as possible the income which such insurance will produce, as an aid to pointing out the need for more insurance.

Unusual Canvassing Plans

In his kit Mr. Ryan carries a picture of his wife which he intentionally drops to the floor. The prospect usually picks up the picture, and thus is introduced the subject of how Mrs. Ryan's own future is provided for, which enables him to get closer to his prospect.

A picture of an old horse car, to which is attached a platform on which the horse can ride while going down grade, is introduced to illustrate the principle of old age income policies.

In canvassing those whom Mr. Ryan knows to be golf "bugs," he sends in as his calling card a golf ball on which his name is stamped. This invariably gets an interview. But Mr. Ryan warns that while it is always valuable to talk to the other fellow in his own language, one should keep a string on the conversation to prevent drifting away from the subject of insurance.

When delivering a policy, Mr. Ryan includes in the cover a green form to be filled out concerning the close rela-

tives of the insured, which are immediately used as further leads.

Uses Bride's Book and Baby Book

A "Bride's Book," and a "Baby Book" were exhibited and explained, Mr. Ryan stating that these had been found a prolific source of business. The baby book is sent to the mother at the hospital, so that it becomes a prized association of the big event.

"Never ask a man whether he is married," says Mr. Ryan. "Say, 'You're single aren't you?' because the prospect is thus placed in a much more vulnerable position."

"Ambition Card" for Agent

Another unique plan used by Mr. Ryan is an "Ambition Card." Instead of an agent's being given a quota, he writes down on this form his "ambition." The card is quite lengthy, and looks like a long railroad ticket, which folds up into a neat leather holder. On this card he places the names of his clients, together with the amount of insurance purchased. He finds this a good canvassing document.

Speaking of the time wasted by insurance agents, Mr. Ryan said that each man in his agency keeps a daily report record, which revealed that the average time worked was but 62 percent of a normal working day, and even his four leading producers worked less than 90 percent of a working day.

REPORT ON THE CONVENTION

Reed G. Hake of the Bankers Life Discussed Forces at Work in Life Insurance

KANSAS CITY, MO.—The second fall meeting of the Kansas City association held Tuesday was devoted to reports of the national convention at Atlantic City. President Reed G. Hake of the Bankers Life presided.

The principal report of the convention was made by John T. Ready, "just a hod-carrier" by his own claims, an agent with the National Life of Vermont. He emphasized the particular points which impressed him at the meeting, especially the idea that boldness is one of the prime requisites of a life insurance salesman, a point brought out by a speaker at the all star session.

National Committeeman Charles L. Scott of the Massachusetts Mutual spoke of the influence of such conventions as the one at Atlantic City in raising the plane of life insurance in the eyes of the public. It was interesting to the Kansas City association to know that in his capacity as member of the program committee, Mr. Scott was responsible for the entire arrangement of the all star session of the convention.

Forces at Work

President Hake concluded the meeting with a short discussion of the forces at work in the direction of professionalizing the life insurance business. He pointed out the system in operation in Canada of licensing agents by making them undergo a certain examination, and told of the committee which is working on a similar plan in the United States. When such a plan is devised it will be, in Mr. Hake's opinion, one of the biggest things making the public recognize the life insurance business as a profession. Mr. Hake mentioned the fact that colleges are adding courses in insurance as part of the curriculum in their schools for commerce as another indication of the tendency toward professionalizing the business.

Many College Graduates

The interesting fact that every speaker on the all star program at the convention was a college graduate was pointed out by the speaker as only another indication of what the future of the business is to be. In conclusion, Mr. Hake said that organizations as well as individuals had personalities, and that membership in the National Association of Life Underwriters will help it to have the personality which the underwriter

wants it to have, and that that personality in turn will reflect upon the individual member in the opinion of the public.

T. P. Lovering, general agent for the Home Life of New York in Wilmington, N. C., and president of the local association in that city, was a guest at the meeting.

Columbus, O.—H. P. Gravengaard, recently appointed general agent of the Aetna Life in Columbus, was the speaker at the meeting of the Columbus association this week. His subject was "Salesmanship and Reorganization."

Louisville, Ky.—The tremendous strides made in life insurance in recent years were pointed out by Walton L. Crocker, president of the John Hancock Mutual Life, speaking before the first fall meeting of the Louisville association last week. Mr. Crocker not only addressed over 150 local life underwriters, but also over 75 prominent business men, guests of the life underwriters. Mr. Crocker said that success in the insurance business is today measured by the service the companies offer the public in selling their policies and the old ideas of mere money making have given way to the modern phase of service giving. Mr. Crocker said that the slogan of the life insurance representatives in the future must be "What service can we render?" or "Can we make our company stand well before the people?" He recalled some of the many changes which have taken place during the past 75 years and said that in these days the ills of the business have been eliminated. He said that persiflage, camouflage and sabotage, characteristics of the agents of the early days, have been replaced by truth, open dealings and friendly acceptance of competitors in the great business of rendering service.

Richmond, Va.—The Richmond association has resumed its activities following the summer recess period. At the October luncheon meeting, members who attended the international convention in Atlantic City gave impressions of their trip, detailing some of the points that struck them most forcibly.

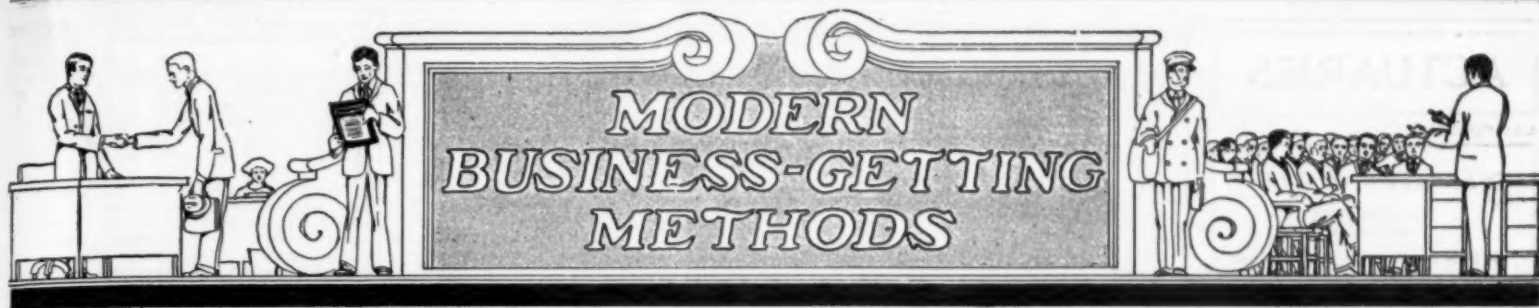
Appointment of new committees which are to function during the year was announced as follows: Legislation and taxation: Neil D. Sills, chairman, Galus W. Diggs and W. Witcher Keen; membership: Arthur Levy, chairman, T. Garnett Tabb and James K. Dumlop; research work: T. Pryor Campbell, chairman, Thomas P. Reynolds, James E. Woodward, A. D. Swink. The research committee plans to gather data and statistics bearing on the cost of settling estates as well as other information which is expected to be of much practical value to the field man in his soliciting work.

Winnipeg—C. S. Turner of the Great West Life was elected president of the Winnipeg association at the annual meeting held recently in that city. R. J. Davis of the Mutual Life of Canada, the retiring president, occupied the chair. Mr. Davis presented the best report of operations ever seen by the association. During the past year the membership of the association had increased from 141 to 254. Other officers elected at the meeting were: Honorary president, P. R. Wintmute; vice-president, C. W. Nash; secretary, Homer E. Robinson; treasurer, C. E. Graham; directors, R. I. Clancy, E. Henselwood, H. G. Mares, W. E. Brown and A. T. Forsyth. A further feature of the meeting was the presentation of certificates to the 11 successful candidates this year for the degree of chartered life underwriter.

Lansing, Mich.—Development of life insurance courses in colleges and universities to the point where the business is taking on the aspects of a true profession was explained last week to Lansing association members at an interesting meeting addressed by J. Arthur Pino, National association executive committeeman from Lansing, and J. L. Barry of Mason. Both men attended the international convention a short time ago in Atlantic City and they reported briefly on the proceedings of the convention. The meeting was the first of the autumn for the local association. Many colleges and universities now have insurance courses, Mr. Pino said, and it was predicted that many schools will take advantage of Dr. S. S. Huebner's work in evolving a full four-year course majoring in insurance.

Committee chairmen for the new year were announced by President E. P. Mc-

(CONTINUED ON PAGE 28)



Former Steel Puddler, Now Successful Personal Producer and Agency Director, Tells How He Sells Life Insurance

MORE than 300 turned out for the first fall meeting of the Chicago Association of Life Underwriters last week to hear Clarence W. Ward, agency director of the New York Life in Cleveland, tell some of his experiences in selling life insurance. Eight years ago Mr. Ward was a puddler in the steel mills at Cleveland, but he left to become a life insurance agent with the New York Life. He sold \$131,000 the first year, but since then he has built up an agency of 40 full-time men and his personal production so far this year has been approximately \$1,200,000, although he is only 34 years old. His average policy is about \$11,000, and it is noteworthy that he sold 26 policies with trust agreements.

Places His Cars at Service of Policyholders

Mr. Ward appreciates the value of courtesy and sympathy in his business, and he is not afraid to invest money for the purpose of giving real service and satisfaction to his clients. One very in-

teresting evidence of this is that he owns five cars, not "flivvers," but real cars, a Lincoln, a Packard and others of that class. He frequently puts one of these at the disposal of his customers. If one of his policyholders is suffering inconvenience because his car is in the garage for a few days, Mr. Ward insists upon putting one of his own cars at the man's disposal. After such treatment as this, his policyholders are his own, permanently and exclusively.

Agent Must First Be Sold on Business

Mr. Ward said that first of all it is essential for the agent to be sold on the life insurance business. He must believe that it is the greatest business outside of the ministry. Mr. Ward said that in the steel mills, the stronger is a man's back and the weaker is his mind, the better he is, adding that he was the best in the mills. Nevertheless when he entered the life insurance business he showed unusual ingenuity. Some people try to study the methods used by those

who have made a success in the business. Mr. Ward did not. He gave his time to studying the failures and then started out to do just the opposite from what they had done.

Had Half Day Off Before Nine O'clock

Mr. Ward had been accustomed to getting up at three o'clock to go to work at the mills, so that at first, when he came down to the office at nine o'clock and waited until about 9:30 for the agent who was going to take him around to show him how to sell life insurance, he figured that he had already had a half day off. He waited for his man, who finally wandered in about nine-thirty and began to open his mail. This occupied his attention until ten, after which he took out some cards that Mr. Ward later learned were prospect cards and played a game of solitaire until about 11:30. He was then ready to go out on the street, but, seeing how late it was, he decided instead to go to lunch. This occupied him until 12:30, but as that was a bad time to find anybody in, he waited awhile.

Prospects Told Agent to Come In Later

Finally he and Mr. Ward started their rounds. The veteran agent got out his prospect cards once more and they be-

gan to go around to call on the various people listed. Most of them had been seen before and had requested the agent to come in six months later. The agent, accompanied by Mr. Ward, dropped in at the specified time to see if they needed any insurance yet. Almost invariably the prospect didn't, but thought he might in another six months. This sort of thing lasted for two or three days and then Mr. Ward decided that he would pick a new partner. This man did about the same thing. Then Mr. Ward decided that it was time for him to start out by himself. He had come to the conclusion that he could not possibly do any worse on his own hook and that he might as well try it out. In the meantime his experience with the agents who were supposed to teach him how to sell, though they couldn't sell themselves, had been very instructive. Mr. Ward had had ample opportunity to see what not to do.

Agent's Attitude Made Him Decide to Sell Insurance

Nevertheless, after a little experience he became rather discouraged. One day he told one of the men in the office that he was finding the going pretty hard. The agent to whom this confidence had been made chewed the end of his cigar for a minute or so and then said sententiously: "Well, you know, it is a fact



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South Bend, Ind.
Springfield, Ind.
Terre Haute, Ind.
Burlington, Iowa
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The Dollar Monthly Premium Policy, that's the name of our new copyrighted contract. The Dollar Premium is constant—everybody pays a dollar per unit. The insurance is the variable feature. The contract is issued on all ages from one month to sixty years on the non-medical plan.

Exclusive territory is now being allotted. A few good districts left. If you are interested in a contract that will sell itself, write at once for full particulars.



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that not everyone can sell life insurance. Maybe you simply weren't cut out for a life insurance agent. It might be the best thing for you to get into some other line." This should have discouraged Mr. Ward, but it didn't. It made him mad and he decided then and there to succeed in the business. Incidentally, Mr. Ward recently received a letter from this same man asking for help in the payment of some of his bills.

Prospect Has Definite Need for Insurance

Mr. Ward realized that the first thing he needed was prospects. He defined a prospect as one who has a definite need for insurance. It was a simple matter to secure the names of any number of such people. Then he decided that the prospect must have average intelligence. This eliminated some. The prospect must have the ability to pay the premiums. This eliminated still more. Finally the prospect must be able to pass a medical examination. This eliminated still others. After that, however, Mr. Ward had a fine list of prospects. The next thing to do was to write them for insurance.

One of Mr. Ward's rules is to work only by appointment. He will not walk into a man's office and try to sell him insurance. Furthermore, he will not talk in front of a third person. His practice is to ask a prospect for 20 minutes of his time, seeking a definite appointment. Securing this appointment gives him confidence. He attempts to get data before the appointment as to the man's age, his dependents and his insurance. Mr. Ward says that most of his prospects come through his present policyholders and his friends. The first essential for the agent is to sell himself to the prospect. No definite rules can be given for this because the method depends upon the temperament of the prospect.

Must First Secure Promise of Time

Mr. Ward insists upon getting his 20 minutes of time. If the prospect asks him what he wants to talk about, he says that it doesn't matter particularly what he wants to talk about and that in fact he does not know exactly what he does want to talk about, but he asks for only 20 minutes and inasmuch as it will take him perhaps an hour and a half to make the trip to the prospect and back again, the prospect should be willing to give at least 20 minutes. Mr. Ward said that he tells the prospect that his time is valuable as that of the prospect, and that the prospect owes it to him to give him at least 20 minutes.

If the prospect says that it would do no good to give the time inasmuch as he has no intention of buying insurance, Mr. Ward replies that he will not be wasting his time because he has found by experience that he sells four prospects out of every five interviewed and he doesn't care whether the present man is one of the lucky four or the unlucky fifth. The point is that Mr. Ward must get in his five interviews in order to secure his four sales. He sometimes tells a prospect that it wouldn't benefit the agent a bit if the prospect were to buy \$100,000 inasmuch as he can scarcely ask the prospect to make him the beneficiary.

Tells Prospect He Is Not in "Dope" Business

Occasionally Mr. Ward runs into a man who is going to buy life insurance and is trying to secure data. This type of prospect usually asks agents of various companies to leave sample policies and rates and tells him that he will study the "dope" and buy the insurance that appeals to him most. Instead of leaving his sample policies with such a man, Mr. Ward merely hands him a card and tells him after he is through studying all this "dope" to call him up and he will give him some real insurance service. He refuses to leave any such "dope," telling the prospect that he is not in the "dope" business.

Mr. Ward told of one case in which

the prospect had made up his mind to buy from another agent. Mr. Ward finally prevailed upon him to consider his proposition. He said that he would offer a fair proposition; if the prospect would sign the application and pass the medical examination, Mr. Ward would be glad to meet him and the other agent at any suitable time so that both agents could present their propositions in full. This appealed to the man as a fair offer and he agreed. After he had secured the application and had the man pass the examination, Mr. Ward told him that he felt that he was safe in doing this. He said that if the competing agent was new at the business he would probably come and be the loser. On the other hand, Mr. Ward said that if he was experienced he would not come under such circumstances. As a matter of fact this competing agent did not come. He said that if he had the prospect take the medical examination, and then the prospect decided to take the other company's insurance he would be out \$5 for paying for the examination.

LOCAL ASSOCIATIONS

(CONTINUED FROM PAGE 26)

Gee, as follows: E. A. Johnson, program; H. L. Skidmore, membership; E. M. Wilson, grievance; George E. Donnell, publicity; Charles A. Egeler, attendance.

* * *

Sioux City, Ia.—The Sioux City association will sponsor a sales congress for northwest Iowa in this city the latter part of January, it was decided last week at the regular meeting of the association. Dr. S. S. Huebner will be the speaker and it is expected that at least 100 Iowa insurance men will be enrolled. T. B. Hutton, delegate of the local association to the Atlantic City meeting, presented the club with the silver loving cup awarded it by the National organization for the greatest proportionate gain in membership during the year.

* * *

Ottawa, Ont.—J. G. Taylor of Toronto was the speaker at the meeting of the Ottawa association. Mr. Taylor spoke on "Business of Thousand Thrills." President S. P. Quilty of the Equitable Life of New York was in the chair. During the meeting certificates were presented by Mr. Taylor to those who had passed the recent examinations for chartered life underwriter.

* * *

Davenport, Ia.—L. M. B. Morrissey, general agent in Davenport for the Phoenix Mutual Life, was the principal speaker at the meeting of the Davenport association Friday night. He spoke on "Better Selection of Agents."

* * *

Battle Creek, Mich.—Assisted by J. Arthur Pino of Lansing, special field representative in this territory of the National association, a local association was formed here last week. According to plans, an association of 100 or more members will be formed to meet monthly for mutual discussion and to constitute a unit in the National association whereby Battle Creek agents may have a part in solving local, state and national problems relating to their profession. Invitations are being extended to all agents of the vicinity to join the association.

* * *

Baltimore, Md.—The first fall meeting and dinner of the Baltimore association was held at the Emerson Hotel Thursday. A short business session followed the dinner. The speaker of the evening was William C. Carroll, agent of the Travelers, connected with the Philadelphia office, his subject being, "Opportunities I Have Found in the Life Insurance Profession." Richard E. Dyer of the Aetna Life, Bernard Moses of the Sun Life, William P. Stedman of the National Life of Vermont and Arthur E. Warner of the Provident Mutual Life reported on the meeting of the International Underwriters' Association held in Atlantic City in September.

* * *

Bakersfield, Cal.—At a meeting of the Kern County Life Underwriters' Association, which was held in Bakersfield last Saturday, steps were taken which may lead to state legislation to compel applicants for insurance licenses to pass a strict examination. E. A. Klein, a local attorney, was empowered on behalf of

the association to draft a bill requiring such an examination and to present it at the meeting of the organization in November. "By such action we are not trying to make a closed field of life insurance salesmanship," President I. E. Porter said, "but are attempting to elevate the standards of the profession."

* * *

Seattle, Wash.—Seattle life underwriters held their first meeting on Oct. 8 under their new president, Harry M. Walthew of the Penn Mutual Life. J. Elliott Hall of New York City, one of America's foremost exponents of life income insurance in America, was the principal speaker. He is making a tour of the Pacific Coast.



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